

The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

THURSDAY, SEPTEMBER 12, 1929

SENTINEL FIRE INSURANCE COMPANY SPRINGFIELD, MASSACHUSETTS

GEORGE G. BULKLEY, PRES. HARDING & LINTON, MGRS., CHICAGO. GEORGE W. DORNIN, MGR., SAN FRANCISCO





When
*Alaska was purchased from
 Russia in 1867, the "Phoenix"
 had been providing depend-
 able protection for eighty-five
 years.*



**PHOENIX
 ASSURANCE COMPANY, Ltd.
 of LONDON**

150 WILLIAM STREET

NEW YORK

**PHOENIX
 INDEMNITY COMPANY**

150 WILLIAM STREET

NEW YORK



"This is what Hurts"

The President of a large industrial corporation is speaking to an insurance solicitor: "We had just completed a new unit of our plant. Anticipating a substantial increase in capacity, we

This concern should have had Use and Occupancy (Business Interruption) Insurance. It is vital to every going business and our field men and departmental offices are equipped to give agents prompt and effective cooperation in all problems involving this and other so-called side lines.

had put on an intensive selling campaign which produced \$47,265 in new business. Then the new factory building burned and we have lost this business because our customers can't wait for us to rebuild. Yes, we had fire insurance but that covers only part of the loss."

**FIREMAN'S FUND
HOME FIRE AND MARINE
OCCIDENTAL ..**

FIRE / AUTOMOBILE AND MARINE • SAN FRANCISCO / NEW YORK / BOSTON / CHICAGO / ATLANTA

The number of financial statements published at the beginning of every year makes it difficult to give them the study and attention that they deserve. We believe, however, that the question of the financial strength of a company is a matter of paramount importance to all agents not only as a measure of the security afforded the company's policyholders but as an indication of the uniform excellence of that company's service to its representatives over a period of years. For that reason we are publishing again our statement as of December 31, 1928, accompanied by certain explanatory notes.

LIABILITIES

To meet present obligations we are prepared to pay:

FOR THE SETTLEMENT OF CLAIMS AND SUITS.....	\$16,075,590.17
A liberal estimate is made of the amount that will be required to pay each individual claim as it is reported and this sum represents the total of these estimates.	
FOR UNEARNED PREMIUMS.....	12,029,808.94
This sum takes care of return premiums on policies terminated after this date and any future losses on policies in force.	
FOR COMMISSIONS.....	1,307,531.71
These commissions are due to agents on uncollected premiums when the premiums shall have been remitted to the Company.	
FOR TAXES.....	813,528.00
Payable in 1929 for Federal Income Tax, State Tax on premiums, and any other taxes that may be due.	
FOR SUNDRY BILLS.....	30,380.76
Office expenses for which bills were not rendered in time to be paid in December, 1928.	
FOR VOLUNTARY RESERVE.....	2,500,000.00
A safety fund established to take care of any contingencies that may arise.	
<i>Total Liabilities</i>	<u>\$32,756,839.58</u>

ASSETS

A well-managed insurance company always has ample reserves in cash and securities to pay its liabilities. The Hartford Accident and Indemnity Company has:

BONDS.....	\$22,828,725.00
United States Government, State, County, Municipal, Railroad and the bonds of other corporations, all gilt edge and easily realized upon.	
STOCKS.....	8,409,278.00
Of banks, public utility companies and other corporations of high standing.	
REAL ESTATE, MORTGAGES, ETC.....	929,641.04
Real Estate owned by the Company and loans secured by first mortgages.	
CASH IN OFFICES AND BANKS.....	3,444,322.59
An asset that is immediately available.	
PREMIUMS IN COURSE OF COLLECTION.....	6,279,069.46
Money due from agents and policyholders on policies issued within the past ninety days.	
INTEREST ACCRUED.....	300,116.61
Interest earned on all bonds to date but not yet due to be paid.	
SUNDRY ASSETS.....	250,877.17
Various assets amply secured.	
<i>Total Admitted Assets</i>	<u>\$42,442,029.87</u>
THIS LEAVES A CAPITAL PAID IN BY STOCKHOLDERS OF.....	\$1,000,000.00
AND A SURPLUS OF.....	<u>8,685,190.29</u>
<i>Both of which constitute an added protection to policyholders.</i>	
TOTAL CAPITAL AND SURPLUS - - - - -	\$9,685,190.29

HARTFORD ACCIDENT AND INDEMNITY COMPANY
Hartford, Connecticut

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The National Underwriter

Thirty-Third Year No. 37

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, THURSDAY, SEPTEMBER 12, 1929

\$4.00 Per Year, 20 Cents a Copy

Big Convention Is on at Detroit

National Association of Insurance
Agents Holding Its An-
nual Meeting

REGISTRATION IS HEAVY

Many Features of Interest Will Make
This Year's Gathering of
Distinctive Interest

DETROIT, Sept. 11.—At the convention of the National Association of Insurance Agents this week, the large registration Monday was notable as there was no special event scheduled other than the meeting of the executive committee. However, the hotel lobby and the registration floor began to buzz with activity.

By Tuesday morning long rows of local agents were waiting to be assigned rooms and were registering on the convention floor. On Sunday evening some of the Detroit agents gave an informal dinner to the executive committee families and a few visiting guests. W. E. Harrington of Atlanta, former president, was at the meeting Sunday and Monday but had to leave Monday night owing to the death of his mother at Washington, D. C. Mr. Harrington's mother was stricken with appendicitis at the time the executive committee was meeting at Cleveland and had been in a serious condition since. Mr. Harrington was to have presided over the luncheon group Wednesday noon, attended by agents producing over \$300,000 in annual premiums.

Goodwin Presiding Officer

Percy H. Goodwin of San Diego, Cal., a member of the executive committee, took his place. At the opening meeting Wednesday a large crowd assembled. The invocation was given by Rev. C. B. Allen of the Metropolitan Methodist Church of Detroit. President R. P. De Van of Charleston, W. Va., gave his report, going over the main features of the year.

Confronting the administration during Mr. De Van's period of office there have been many serious problems. He has proved to be a resourceful, diplomatic and successful executive. Clyde B. Smith of Lansing, Mich., chairman of the executive committee, sounded the keynote of the convention, it being the part played by the association in business development. Mr. Smith will be elevated to the presidency at this meeting. He was formerly in the Michigan field for the National of Hartford and since leaving the road has developed a very progressive agency.

Percy H. Goodwin of San Diego is slated for the chairmanship of the executive committee, which will put him in line for the presidency a year hence. Mr. Goodwin is one of the most successful business men in southern California and is identified with a number of

(CONTINUED ON PAGE 12)

August Losses Duplicate Excessive July Figures

August fire losses, totaling \$27,504,200 were nearly \$10,000,000 above the figure for the same month last year, according to the New York "Journal of Commerce," the second month in succession that the burning ratio has materially increased. Unusually dry conditions that have prevailed throughout the country during the last four months are accountable for part of the increase, but slovenliness in housekeeping of industrial plants and in other business operations contributed heavily to the loss figure.

"The three months of this summer have contributed fire losses aggregating \$85,663,000 as compared with \$45,953,000 charged against the same months last year, an increase of over 86 percent," says the "Journal of Commerce." "While some of the recent substantial losses in buildings under construction in the New York city area have been charged to arson, there is no indication of a return to the excessive moral hazard fire loss record of a few years ago.

The fire losses of the first eight months of this year amount to \$222,807,000 as compared with \$209,878,800 last year and \$225,465,800 for the same months of 1927. While considering fire loss figures, any comparison should be made with the appreciation of the fact that the industrially created property subject to fire damage increases nearly 10 percent each year.

"The comparative fire loss figures by months for the current and two preceding years are submitted herewith:

	1927	1928	1929
Jan. ...	\$37,910,600	\$43,260,800	\$56,225,400
Feb. ...	26,285,000	41,105,400	26,872,400
March...	26,807,600	30,377,000	29,762,000
April...	39,720,000	25,980,600	22,647,200
May...	20,713,000	23,202,000	21,637,000
June...	25,481,200	11,123,000	26,630,800
July...	24,248,600	17,106,400	31,528,000
Aug...	24,299,800	17,723,600	27,504,200
Sept...	21,875,000	17,182,800
Oct...	22,326,600	22,414,160
Nov...	18,992,200	20,587,800
Dec...	31,935,400	31,204,000
Total...	\$320,595,600	\$301,267,560

New Conference Machinery Sought

DETROIT, Sept. 11.—Following the breakdown of the so-called conference agreement between the National Association of Insurance Agents and the National Board, a movement will be set on foot this week at the agents' convention in this city to institute jurisdictional conference arrangements with the company bodies in these various sections. Earl L. Fisk of Green Bay, Wis., called a breakfast conference for Thursday morning to discuss possible cooperative machinery between the local agents in Western Union territory and the Western Union and Western Insurance Bureau.

The plan is to have a conference committee representing the state associations in that section that will meet a conference committee from each of the company organizations. The New England States already have an advisory council to deal with the company.

It is likely that similar arrangements will be effected for all Eastern Underwriters' Association territory and later on, Southern Underwriters' Association. In this way the entire field will be covered sectionally and will likely bring about the same end as a national conference committee.

In connection with the effort to secure jurisdictional cooperation with company organizations, James L. Case of Norwich, Conn., will hold a conference here with agents in Eastern Underwriters' Association territory to discuss a plan of approachment to the end that the agents may be given an avenue to meet a company committee.

DeVan Raps Company Practises

Sharp criticism of the companies' apparent unwillingness to treat agents fairly was the significant note in the annual address and administration report of President R. P. DeVan. He particu-

larly emphasized the seemingly widespread movement to reduce producers' commissions. Local agents have been largely responsible for the building of companies, taking a leading part in legislative activities, Mr. DeVan said, and their National association is an insurance trade organization which applies itself to producing harmony throughout the business, rather than merely among local agents.

Competition is at the heart of the many difficulties which continually force their way between companies and agents, Mr. DeVan said, and he expressed the opinion that the companies are meeting price competition largely by cutting producer's commissions and in some cases are selling directly over the heads of local agents. President DeVan insisted that a spirit of friendship and loyalty to friendly companies exists among local agents and that the producers stand ready to discuss their side of the question. He said if companies would meet local agents, both sides could have a complete picture and common ground could be reached, but that otherwise more distasteful public controversies are bound to result.

Agent an Asset, Fisk Says

Up to date insurance agents need not fear very much the competition of side-liners and petty agents, Earl E. Fisk declared in his report as chairman of the committee on public relations and education, delivered at the Detroit meeting. Mr. Fisk said the insurance agent is more of a national asset today than ever before, carrying on a highly diversified public relations work, and being unusually active in obtaining good legislation and fighting inimical bills. As an illustration, Mr. Fisk told of a company executive who recently remarked that if agents wanted to get increased com-

(CONTINUED ON PAGE 16)

Work Combined Under One Head

Harold Warner Underwriting
Manager of Royal and
L. & L. & G. Groups

FOUR ATTORNEYS IN U. S.

William Mackintosh Is Appointed
Assistant Manager of the Big
English Fire Fleet

Coordinating the work of the Royal and the Liverpool & London & Globe activities in this country in line with the recent financial association of the two companies at their head offices, and the joint control on the other side, steps are now being taken for a closer association in all countries. Announcement is made that in the United States, F. B. Kellam, having reached the retiring age, will relinquish his position as general attorney after nearly 42 years service with the Royal. In the future there will be four joint general attorneys for the Royal and Liverpool & London & Globe in this country, including Harold A. Fortington, F. J. O'Neill, A. Duncan Reid and Harold Warner.

Warner Underwriting Head

With a view to a more cohesive operation of the combined interests of the two groups Mr. Warner, who is now United States manager of the Liverpool & London & Globe, has been appointed fire manager of both the Royal and Liverpool & London & Globe groups, and William Mackintosh, assistant manager of the Royal, becomes assistant fire manager for the entire fleet. H. T. Cartlidge and C. A. Nottingham will continue as assistant United States managers of the Liverpool & London & Globe. No other changes are contemplated in the officials and staffs. The present business organization in this country will be maintained and the departmental offices continuing as heretofore.

Mr. Fortington has been secretary of the United States branch of the Royal in charge of its finances. Mr. O'Neill is president of the Royal Indemnity, Mr. Reid is president of the Globe Indemnity and Mr. Warner is United States manager of the Liverpool & London & Globe.

Associated with the Royal are the Queen, Newark, Capital of California, American & Foreign, British & Foreign, Royal Indemnity and Eagle Indemnity. Associated with the Liverpool & London & Globe are the Star, Federal Union, Prudential, Globe Indemnity and Thames & Mersey. This coordination of management both as to underwriting and financial will bring all these companies under centralized and uniform direction.

Mr. Kellam has had a long and interesting career. He was born in New

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Agents Urged to Face Realities

Commissioner Dunham Says Public Feels That Commissions Are Too Large

SPEAKS AT DETROIT

National Association Members Attending Convention Told Not to Resist Reduction Blindly

DETROIT, Sept. 11.—Commissioner Howard P. Dunham of Connecticut, president of the National Association of Insurance Commissioners, in his talk to the National Association of Insurance Agents here today, said that the public is recognizing that the agents' commissions are an important element in the cost of insurance. He said that large insureds especially are asking why they should pay so heavily for the intermediation of a solicitor of business between themselves and the insurers. "Some assert," said he, "that a solicitor of insurance business performs no service of any substantial value either to themselves or to the insurance companies. They know the importance of being insured and would in general take out as much insurance if they had to deal directly with the officers of the insurance companies. If they need any assistance at all, they say that they find a broker more useful than a solicitor of insurance, and that all they require is some technical aid in placing their various risks most economically and safely."

"In other words," he added, "you agents need to reconsider your relations to the insurance business of this country. Most of you are able to perform the services which the New York brokers now perform and you should recognize that in such services lie your chief future title to compensation."

Mr. Dunham urged the agents to face the realities bravely and intelligently and not to blindly resist all reduction of agents' commissions. "You will best serve yourselves, at the same time that you are serving the public in your day and generation, by cooperating intelligently with all those concerned in the conduct of the insurance business and endeavor to make its services to the public more reasonable in price as well as more beneficial in character and therefore more widely accepted and more readily paid for."

Urges Sole Agency Return

Past President George D. Markham of St. Louis made a strong plea for restoration of the sole agency system. He said that the contingent commissions and qualification laws will not raise the standards of local agents. As long as the supply of companies, he said, exceeds the demand, the bidding for agents to get the business will continue. Although many company executives realize the value of abolishing the multiple agency, they cannot instigate any reform during the present competitive conditions. Mr. Markham said if the agency leaders would combine and decide that a return to the sole agency system was a solution of the present day problem they could easily get the companies to return to the old basis.

He urged the convention to give impetus to the movement and to outlaw the multiple agency by adopting a declaration to that effect.

President Herbert Cobb Stebbins of the Association of Fire Insurance General Agents said in order to maintain

(CONTINUED ON PAGE 20)

Farewell and Hail!



WILLIAM A. CHAPMAN
Retiring Manager Firemans Fund



SAMUEL M. BUCK
New Western Manager Firemans Fund

State Convention Assignments

Assignments for forthcoming state conventions of local agents have been made by the National Association of Insurance Agents' executive committee. R. P. DeVan of Charleston, W. Va., retiring president, will speak at Muncie, Ind., Oct. 10. Clyde B. Smith, now executive committee chairman, who will

be the new president, will speak before the Missouri, Illinois, Kansas and Oklahoma conventions, which will be held in October. E. J. Cole of Fall River, Mass., will speak before the New Hampshire convention Oct. 9. Percy H. Goodwin of San Diego will speak at the meeting of the California association, Nov. 7-9.

CONDENSED NEWS OF WEEK

Annual meeting of the National Association of Insurance Agents is being held this week in Detroit. **Page 3**

Frederick B. Kellam, United States attorney for the Royal, is retiring. There will be four joint attorneys, consisting of Harold Warner, A. Duncan Reid, F. J. O'Neill and H. A. Fortington, representing the Royal and Liverpool & London & Globe companies. **Page 3**

Home Fire Securities Corporation to increase capital to \$100,000,000. **Page 10**

Terence F. Cunneen, manager of the insurance department, Chamber of Commerce of the United States, discloses ambitious program for next year at convention of insurance counsel in Hot Springs, Va., this week. **Page 4**

Committee of Ohio agents visits western managers in order to present arguments for increased commissions. **Page 5**

Frank J. Greer resigns as manager of the automobile division of the Boston and Old Colony western department to become assistant secretary of the Monarch Fire of Cleveland. **Page 8**

Blue Goose grand nest program is changed to allow more time for business sessions. **Page 10**

Emerson R. Smith has been appointed eastern manager of The National Underwriter with headquarters at New York. **Page 8**

Surety companies said to be hard hit by \$500,000 bank swindle involving six leading New York institutions. **Page 41**

International Claim Association in annual meeting at Hot Springs, Va., amends constitution to provide for an executive committee and the matter of election. **Page 41**

Stewart M. La Mont, third vice-president Metropolitan Life, tells claim men at Hot Springs, Va., meeting that adjusters have big job ahead of them in avoiding harmful court decisions. **Page 42**

Henry Swift Ives expresses fear of "nurse-maid" attitude of government and urges Pennsylvania Electric Association to cooperate in fight against intrusion on private business. **Page 43**

Samuel M. Buck, former manager of the Transcontinental, becomes western

manager for the Fireman's Fund, to succeed W. A. Chapman, who is retiring. **Page 6**

Commissioner Dunham urges agents at Detroit convention to face realities in dealing with tendencies towards reduction of commissions. **Page 4**

Pacific Coast separation program proceeding slowly. **Page 18**

Philadelphia problem to be discussed at E. U. A. meeting this week. **Page 22**

G. Leo Weadock elected president of Michigan Association of Insurance Agents at convention in Detroit. **Page 9**

Interesting review of New York City investigation and prosecution of ambulance chasing lawyers is given at meeting of International Claim Association by Irving Ben Cooper, New York attorney who aided in prosecution. **Page 44**

Problem of preventing jurors from becoming prejudiced by references to insurance in lawsuits discussed by Birmingham attorney at Hot Springs, Va., meeting of insurance counsel. **Page 44**

Disabling features of tuberculosis are covered in an interesting paper by Dr. W. M. Stockwell of Cedarcrest sanatorium, Hartford, at annual meeting of International Claim Association in Hot Springs, Va. **Page 43**

Frank L. Barnes has resigned as vice-president and general manager of the Sentinel Life of Kansas City, to become vice-president and manager of the accident and health department of the Provident Life & Accident of Chattanooga. **Page 43**

The Protective Indemnity is being organized as a running mate of the Preferred Accident. **Page 42**

United Insurance Company of Chicago will take over the health and accident business of the United States Mutual of that city. **Page 45**

William J. Whiteside appointed agency director of the Commercial Casualty. **Page 46**

Bureau of Personal Accident & Health Underwriters faced with problems because of indications that several companies will not put new increased rates into effect Jan. 1. **Page 40**

Cunneen Tells C. of C. Work

Gives Able Address at Insurance Counsel Meeting in Hot Springs

DEPARTMENT IS ACTIVE

Ambitious Program of Legislation and Uniform Supervision Announced by Chamber Worker

Besides acting as an intermediary between the public and insurance in order to give the public a better understanding of the institution and its principles and at the same time to convey to insurance the viewpoint of policyholders on matters of particular mutual interest, the insurance department of the Chamber of Commerce of the United States carries on constantly a wide range of other activities, including those of opposing inimical legislation in Congress and state legislatures, the inter-chamber fire waste contest, campaign for fire protection and against arson, and much other work. Terence F. Cunneen, manager of the department, told the International Association of Insurance Counsel in annual convention at Hot Springs, Va., this week.

"The insurance department endeavors to extend its service by following all new developments in the insurance field," he said. "For instance, a study is being made at the present time of aeronautics insurance in order that the chamber's membership will have full and complete information concerning various types of coverage offered by insurance companies for aircraft."

Mr. Cunneen, whose subject was, "Objects and Activities of Chamber of Commerce of the United States," said in part:

Business Men Respond

"We have found that business men deeply appreciate the service which insurance renders and are quick to respond to its assistance when matters arise which are prejudicial both to the companies and to their own interests as policyholders. One of our objects is to inform our members when problems of an inimical nature are advanced either in Congress or state legislatures."

"Several years ago the chamber adopted the principle that special insurance taxes should be reduced to the total in each state which will adequately provide for the state's departmental supervision and that a uniform method of taxing policyholders should be adopted in all the states. We have found that the tendency is to increase the special taxes, licenses and fees, although the amount appropriated for service to policyholders has generally decreased."

"During 1927 nearly \$85,000,000 was collected by the states through special levies on the insurance business, of which \$3,500,000 was spent for the maintenance of the state's supervision. The remaining 96 percent went into the general revenue funds of the states to which policyholders had already contributed in the form of other taxes."

"Few crimes have been as difficult to successfully prosecute as the crime of arson, due to the inadequate statutes defining this serious offense. In order to remedy this situation, the Fire Marshals Association of North America has approved a bill called 'the model arson law.' Within the past few years 27 states have enacted this model legislation, 12 of them during the past year."

"In this connection it is appropriate to refer to the chamber's fire prevention

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Outlook for Business Is Weighted by Fire Losses

NEW YORK, Sept. 11.—Perhaps no business has more reason to be puzzled over financial and business situations than fire insurance, for in this branch is seen the paradox of indications of business difficulties in the face of a record year of business profits. Business in general has come through eight months of 1929 with a record of both activity and profit on this activity. But fire insurance, while enjoying the investment profits along with others and business increases in harmony with the times, is suffering an alarming increase in fire losses which promises to turn this year from what appeared a few months ago to be a low loss year into a record loss year, perhaps approaching some of the record figures in this respect—to be in tune with making this a "record" year.

Question of Trend

Fire losses have always somewhat followed or slightly preceded business losses and the curve of loss payments in the past has very closely followed that of business profits inversely, rising sharply in times of business depression. Should the normal curve be now in the making, the fire loss figures of this year are pointing to difficulties in the not far distant future, for losses have mounted in the past three months to a summer record except for the peak years of 1922 and 1926.

Money Is Tight

That money is tight and constantly tightening is clearly apparent. Even business houses have entered the call money market with all available funds and there is a vague possibility that many concerns have been caught or see the handwriting on the wall, so that losses by fire may reflect the usual moral hazard reaction which follows such conditions. This will, in fact, be an increasingly important factor in the future, for a readjusted market will undoubtedly close out many and result in many money losses. That the market must some day break is becoming more and more generally believed and the time is the only uncertain item. Even Roger Babson last week made a public statement that a reaction on the market is certain and probably a very drastic one. The remarkable manner in which the market has thus far quickly recovered from even the most severe reactions and bounded to still higher peaks

in every case has tended to keep all speculators in the field, but there seems certain to be a time when the tide will turn and this recovery will not be seen. The nature of the tie-up with general business cannot now be measured, but it is probable that it will be close.

Business Is Booming

As for the outlook on the business horizon of itself, never was there a more favorable period in the economic history of the country. Practically all lines are reporting record activity and now even those which opened the year under a heavy handicap are joining in the prosperity parade—even building construction bounding forward and recovering the losses of the year's opening. There have been checks in the gains shown in some lines. Steel, which has been maintaining a record pace, shows a less than usual gain and freight loadings, persistently on the increase thus far this year, have gained less than usual for this month. Automobile production has continued its notable rate, largely the result of Ford production, and the total car output this year will probably pass next week the total production for all of 1928. In this, as in other industries, there is an interesting sidelight for the underwriter to watch closely. Tire production, keeping pace with automobile production, forged ahead this year till the tire stocks accumulated at such a rate that a check had to be called.

Agriculture Optimistic

Agriculture is thoroughly in tune with the boom season and it now looks a fair certainty that the farmer in this country will have money this fall. Wheat, after a turbulent season, has stabilized at a figure which promises to hold steady now until winter, unless alarming news comes from some of the great world markets. And that price is sufficiently attractive to point to a farm surplus of cash. A similar or even brighter outlook is seen in almost all of the farm crops and the agricultural outlook as a whole is more auspicious than in any recent year. Looking across the entire horizon, this is definitely a time of uncertainty, with business racing forward at an unprecedented pace, but with many signs in the sky which point to storm clouds ahead. There is little change from the outlook of the opening of the year, ex-

National Chamber Finds States Use More of Tax

Insurance departments are spending greater proportions of premium tax in supervising the insurance business than in the past, reports from 22 states and the District of Columbia to the insurance department of the Chamber of Commerce of the United States disclose, according to Terence F. Cunneen, department manager.

In 1926 state departments dispersed only 3.94 percent of the money collected from the insurance companies and agents. In 1927 the figure was 4.16 percent. According to the chamber department the 1928 figure indicates an even larger proportion. The chamber points out that state departments thus are making progress in application of the receipts to the purpose for which they were designed, namely that of supporting insurance departments.

Preparing Special Analysis

One of the principal complaints of agents and companies against the premium tax was that only 2 or 3 percent was used for the original purpose, whereas a large proportion went into state general funds to be used for a variety of purposes for which policyholders who had paid the tax already had paid other taxes. The chamber's insurance department is now busy preparing an analysis of special insurance taxes for the country as a whole which will be released in the near future in a bulletin now being published.

Issues Fire Prevention Bulletin

The United States Chamber of Commerce at Washington has gotten out a fire prevention bulletin for use of commercial organizations during Fire Prevention Week. Included in the bulletin is a home inspection blank for school children and a self-inspection blank for mercantile establishments to bring out any hazards there may be in building. It gives suggestions as to what can be done during fire prevention week that will emphasize the value of greater fire protection and the need of cutting down the fire waste.

cept that a very remarkable season of business activity stands as a background for present forecasts. Fundamentally, however, the actual conditions of the business and financial market have not changed and the future is still the uncertain question mark it was eight months ago.

Ohio Agents Go to Companies

Declare That They are Not Adequately Paid for Their Fire Business

MEET MANAGERS' GROUP

Contend Superior Class of Employees Should be Given Adequate and Satisfactory Compensation

A representative Ohio local agents committee consisting of F. B. Medbury, Youngstown; C. H. Cranz, Akron; E. J. Bundenthal, Dayton; Chester Hook, Canton; T. M. Lynn, Zanesville; Walter J. Koontz, Toledo, and Frank J. Macklin, Columbus, visited Chicago last week and had a conference with a number of western managers regarding the conditions of local agencies in the state along compensation lines. The agents were very frank in their expression to the managers and there was a friendly discussion of the problems which are more or less mutual.

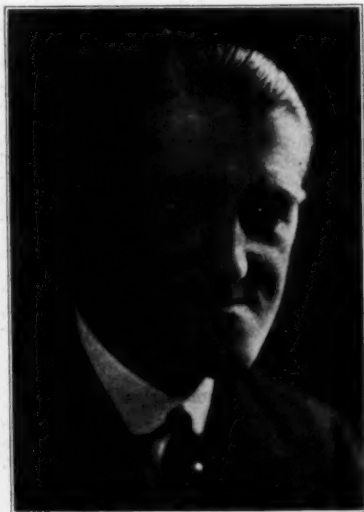
Playing a Losing Game

The local agents feel that they are playing a losing game in fire insurance and insist on getting some relief. The managers, of course, could give no definite assurances to the agents although a promise was made that the message would be carried to a larger group and would receive careful consideration. The local agents were told about some of the obstacles confronting the companies and some of the competitive angles that made it difficult to take further steps.

Position of the Agents

The position of the agents as summarized is about as follows: Cincinnati and Cleveland are "excepted cities" and companies are paying all sorts of commissions there. Promise has been made from time to time that conditions would be remedied and commissions would be decreased. This has not been done. In fact the average commission has increased in these two cities. The agents in the state contend that business in Cincinnati and Cleveland (CONTINUED ON PAGE 10)

New United States Attorneys for the Royal and L. & L. & G. Groups



HAROLD WARNER
Now U. S. Manager L. & L. & G.



A. DUNCAN REID
President Globe Indemnity



FRANK J. O'NEILL
President Royal Indemnity



WILLIAM MACKINTOSH
Made Assistant U. S. Fire Manager

S. M. Buck Is Manager of the Fireman's Fund

HAS HAD FINE EXPERIENCE

W. A. Chapman Is Retiring as Head of
the Western Office After a
Successful Career

Vice-President E. T. Cairns of the Fireman's Fund on his visit to the western department in Chicago during the week announced that William A. Chapman had reached the retiring age and at his request was being put on the honorary roll of the company. He is succeeded as western manager by Samuel M. Buck, who until recently was manager of the Transcontinental. Both Mr. Chapman and Mr. Buck reside in Evanston, Ill. Mr. Chapman has had in mind retiring from the active responsibilities of the department for some time.

Buck Had Wide Experience

Mr. Buck is a man of splendid training, who has had a wide experience in insurance. He possesses a most pleasing personality and has a large following

of warm friends. He was born in Columbus, Miss., 44 years ago and moved to Texas when he was 12 years of age. He was educated in the public schools and at Southwestern University, Georgetown, Tex. He entered insurance through the local agency ranks in 1904. He entered the field in 1913, becoming special agent of the Northern Assurance in south Texas.

Went with the National

In 1916 he cast his lot with the National of Hartford and up to the present time has been chiefly associated with that organization. He was made special agent in Texas for the National. In 1919 he was transferred to Virginia, Maryland and District of Columbia as state agent for the National fleet with headquarters at Richmond, Va. Two years later he was transferred to the home office at Hartford as agency superintendent. While there he gave considerable attention to the reinsurance department.

Had a Wide View

The Transcontinental was organized in 1925 by the National, H. G. B. Alexander & Co. of Chicago being appointed United States managers, Mr. Buck went to Chicago as assistant secretary and underwriting manager. He later was made vice-president of H. G.

B. Alexander & Co. When the Alexander firm retired from the management in 1927, Mr. Buck was appointed manager, serving until Jan. 1 of this year when he became assistant United States manager of the Netherlands. During his career he has had experience in many sections and as head of the Transcontinental he came in contact with the insurance fraternity in all sections of the country.

Chapman Faithful to His Trust

Mr. Chapman has served the Fireman's Fund for 15 years, being appointed first assistant manager when John Marshall was manager. When Mr. Marshall went to the home office as vice-president Mr. Chapman was appointed to fill the vacancy. He has been a very faithful, intelligent and loyal man in all capacities in which he has served. Mr. Chapman, like Mr. Buck, entered insurance work in a local agency, starting at Grand Rapids, Mich. He then went into the Michigan field for the Commercial Union. Later he traveled for the Caledonian in Michigan and then in Wisconsin. He was appointed Wisconsin state agent of the Connecticut Fire and in that position won his spurs as one of the leading field men of the central west. He served the Connecticut in various capacities for over 20 years.

He was called by the western depart-

Retiring Manager



F. B. KELLAM

Terminates Connection as United States
Attorney for Royal Group

ment in Chicago as superintendent of agents by Manager J. J. McDonald. Then he was appointed assistant manager and on the death of Mr. McDonald became manager. When the Phoenix of Hartford bought control of the Connecticut it was decided to combine the western department with the head office work and Mr. Chapman went to Hartford as head of the department at Hartford. He was appointed assistant western manager of the Fireman's Fund in May, 1914. Mr. Chapman will continue to reside in Evanston but will spend his winters in San Francisco.

There will be no other changes in the Fireman's Fund western department which has always taken high rank in the field of insurance. Aside from the Fireman's Fund, the Home Fire & Marine and Occidental are represented in the department.

K. C. Fire & Marine Gets Off to a Flying Start

KANSAS CITY, MO., Sept. 11.—Receipts for the first day of actual business done by the Kansas City Fire & Marine, recently organized by R. B. Jones & Sons, totaled over \$10,000 in premiums. License to enter Kansas is pending and the company is expected to write in that state within a week's time. Many letters from some of the leading agencies of the middle west have been received, asking for representation of the new company.

The company, formed in celebration of the 40th anniversary of the R. B. Jones & Sons agency, has Morton T. Jones as president; Cliff C. Jones, chairman of the board; R. Bryson Jones, chairman of the executive committee; Cary W. Jones, treasurer; R. L. Stewart, Sr., secretary; Charles M. Howell, general counsel; Moulton Green, J. R. Sydnor, George W. Kerdolff and James A. Railey, vice-presidents. Capitalization and surplus amount to \$1,000,000.

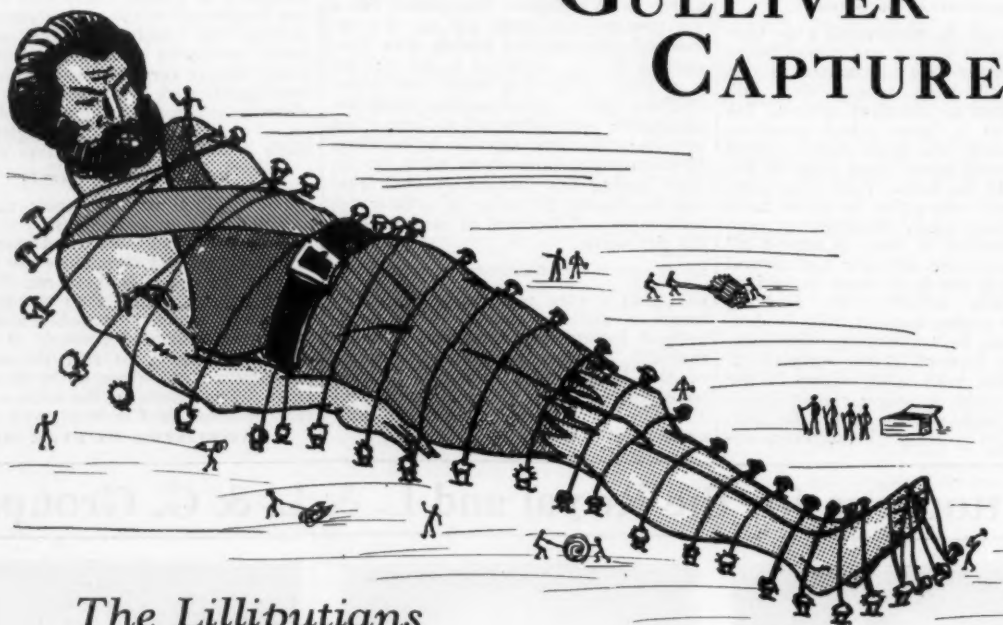
The first policy was issued on the Municipal Airport of North Kansas City, \$50,000 for fire and \$50,000 for wind-storm.

Farm Committee to Meet

The committee on farm fire protection of the National Fire Protection Association will meet in Chicago Sept. 23-24.

A parasite is a man who goes through a revolving door on the other fellow's push.

MERE SIZE ALONE IS NOT A RELIABLE MEASURE OF VALUE



*The Lilliputians
knew what to do
and they Did it!*

Must we say more—The Eureka-Security has 64 years of experience and knows how to use it to help agents. For Automobile, Fire and Wind-storm insurance there are bigger and smaller companies but none better to represent than The Eureka-Security Fire and Marine Insurance Company of Cincinnati, Ohio—known also as The Cincinnati Underwriters.

"The Company that knows what to do for its agents and does it."

"Thanks, Old Man Your Advice Saved Me Many Months' Rents".



A BETTER customer — a better friend — and a better booster! Just because the agent made it his business to explain Rent insurance to this client. At first the client didn't realize that his rent income could be covered as well as his property. An analysis of his holdings and a careful explanation of the various types of Rent policies soon showed him. When the blow came he was able to congratulate his agent instead of condemning him.

That's the difference between the insurance expert and the "policy peddler". Most agents of this company belong to the former class and know exactly which of their clients are landlords with an income from rents, which of them live on their own property and which hold valuable leases. They make it their business to tell these men *in advance* about Rent, Rental Value, Leasehold and Use and Occupancy (business interruption) Insurance.

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AND **LONDON**
AND **GLOBE**
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THE NATIONAL INSTITUTION
WITH A WORLD WIDE BACKGROUND

Frank J. Greer to Become Official of Monarch Fire

QUITS BOSTON, OLD COLONY

Has Served as Head of Automobile
Division of Those Companies in
West for Past 12 Years

LANSING, Sept. 11.—Frank J. Greer, head of the automobile division of the western department of the Boston and Old Colony here for some 12 years, has resigned and will go with the new Monarch Fire of Cleveland as assistant secretary, it was announced here today.

Mr. Greer was in Cleveland early this week in conference with Ralph Rawlings, president of the new Cleveland carrier and formerly co-manager with B. L. Hewett of the Boston and Old Colony western department. After talking over the matter with Mr. Rawlings, Mr. Greer sent definite word of his new affiliation effective Sept. 15.

Well Known in Automobile Field

Mr. Greer, who is considered one of the leaders in the automobile field in western territory, had been talked of as a probable official of the new Cleveland company from the time of Mr. Rawlings' withdrawal from his Lansing connection to take over the presidency of the embryo company.

Mr. Greer's entire insurance experience has been with the Boston and Old Colony here, as he "broke into the game" in the western department organization about 15 years ago. After a year in the office and a year in the field, his aptitude in his new work won him advancement to manager of the automobile division, a post he has since held with distinction. He is a native of Lansing, but had been with a Cleveland powder manufacturing company previous

Goes with Monarch



FRANK J. GREER
Becomes Assistant Secretary of New
Cleveland Company

to entering the insurance business.

Mr. Hewett, now sole manager of the western department of the Boston and Old Colony here, said that Mr. Greer's successor had not yet been selected. He expressed regret that the local organization is losing so able an executive but extended his good wishes for Mr. Greer's success with the Monarch F. & M.

Washington Exchange Reinsured

The Washington Insurance Exchange, Washington, Ill., has been insured by the Suburban Auto Insurance Underwriters, Lombard, Ill.

Promotions Announced by Yorkshire and Associates

KNOEPFLE BRANCH SECRETARY

H. W. Rudolph, E. E. Flindell, Jr., and
Alan C. Robinson Advanced to
Higher Posts

NEW YORK, Sept. 11.—Changes in the executive staff of the United States branch of the Yorkshire and its affiliated enterprises here, following the recent retirement of Wallace Kelley as branch secretary to become manager of the Pacific Coast department of the Seaboard Fire & Marine and Yorkshire Indemnity, have been effected as follows:

August A. Knoepfle, formerly assistant secretary of the Yorkshire and London & Provincial, has been appointed branch secretary of both companies. Harold W. Rudolph has been named as secretary of the Yorkshire Indemnity, continuing as secretary of the Seaboard Surety and Seaboard Fire & Marine. He will likewise serve as heretofore as general counsel for the entire group of companies.

E. E. Flindell, Jr., who has served the fleet as special and state agent in various fields and for the past three years state agent in eastern Ohio, has been called to the United States headquarters here as assistant secretary of the three fire companies and of the Yorkshire Indemnity. The responsibilities of Alan C. Robinson, who has had charge of the automobile department of the companies in the group and has been assistant secretary of the Yorkshire Indemnity for some time, have been materially enlarged and he has been made assistant secretary of the three fire companies in addition to the official post already held with the indemnity corporation.

Eastern Manager

Emerson R. Smith, who has been associated with THE NATIONAL UNDERWRITER at the Cincinnati office for the past 15 years, has been made eastern manager of the company at the New York office succeeding W. W. Darrow, recently resigned. Mr. Smith is well known in insurance circles, having had charge of the statistical department of the company, compiling such well known publications as the Unique Manual Digest and Little Gem Life Chart in life insurance, the Argus Fire and Casualty Charts and the large number of handbooks or state directories which the company publishes. He is a graduate of the University of Michigan and has spent his entire business life with THE NATIONAL UNDERWRITER. The company feels that its important New York office will be in capable hands and that it will continue to expand under his management.

Various activities are being centered at the New York office. Among recent accessions to the New York office are C. D. Doscher, formerly field representative of the National Association of Insurance Agents, who becomes eastern circulation manager, and Glenn H. Wood, advertising manager of the "Casualty Insurer," who will have his headquarters at the New York office.

Mr. Doscher will conduct subscription campaigns and will build up the circulation of the various NATIONAL UNDERWRITER publications in the east.

Have you ever run up against a particularly hard problem in selling A. & H. insurance? The A. & H. BULLETINS contain hundreds of tried and tested sales plans, approaches and solution of the most difficult problems. You need this service and we will send it to you at a very reasonable price. The National Underwriter Company, 420 East Fourth street, Cincinnati, O.

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95 Maiden Lane

NEW YORK

Established 1850

Fire.
Tornado.
Earthquake.
Explosion.

Hail.
Profits and Commissions.
Rents, Rental Values.
Riot and Civil Commotion.
Sprinkler Leakage.
Use and Occupancy.

Automobile.
Marine (Inland and Ocean).
All Risk Furs and Jewelry.
Aircraft Property Damage.
Fine Arts.
Installment Floater.
Merchandise by Motor Truck.
Parcel Post, Registered Mail.
Surgical Instruments.
Tourist Baggage.

MARYLAND INSURANCE CO.

Owned and Operated by Niagara

Michigan Agents in Convention

Want Contingent Commission Agreement for Wayne County Extended to Entire State

MAY GET PAID SECRETARY

G. Leo Weadock Elected President—Convention Will Be Held at Port Huron Next Year

NEW OFFICERS ELECTED

President—G. Leo Weadock, Saginaw. **Vice-President**—George J. Lieber, Detroit. **Treasurer**—Zella C. Goodell, Lansing. **District Vice-Presidents**—1. George J. Lieber, Detroit; 2. Harold McMartin, Port Huron; 3. Z. C. Goodell, Lansing; 4. William M. Pendleton, Kalamazoo; 5. Earl McVoy, Grand Rapids; 6. G. L. Weadock, Saginaw; 7. W. G. McCune, Petoskey; 8. J. P. Old, Sault Ste. Marie.

DETROIT, Sept. 11.—At the annual meeting of the Michigan Association of Insurance Agents, held Tuesday in this city, a movement was started by adoption of a resolution presented by the resolutions committee headed by John P. Old of Sault Ste Marie to extend the contingent commission agreement granted Wayne county to the entire state. The conference committee was instructed to take proper steps to get the wishes of the agents before the company organizations. Clyde B. Smith of Lansing introduced a resolution providing for a commission revision outside of Wayne county but withdrew it in view of the resolution coming from the committee.

Want Full Overriding

Another resolution from the committee instructs members to write letters to companies that are members of the interstate underwriters board requesting them to agree in writing to pay agencies overriding commission on all business placed in the territory of such agents.

George C. Blickley of Grand Rapids presented a resolution from his city urging that a full-time secretary of the state association be secured, one who is experienced in insurance who will be able to increase the membership and assist local boards. George J. Lieber of Detroit stated that a proposal had been made to the Detroit association to have a joint secretary to act for the Detroit and state associations. He stated that the Detroit association was willing to consider such a proposal provided that proper financial guarantees be made. It was decided to appoint a committee to consider plans for a joint secretary with power to act after conferring with the Detroit association.

To Change Rules

It was further moved to have a committee revise and modernize the rules and include in the revision two recommendations made by Mr. Blickley. One provided that the election of officers be the first order of business at meeting and that nominations be made from the floor. He suggested that the nominating committee recommend two tickets. Furthermore he suggested that all local board members be required to be members of the state organization and the presidents of the local boards be members of the governing committee of the state body.

Port Huron Next Year

It was decided to hold next year's convention at Port Huron in view of the

New Michigan Head



G. LEO WEADOCK
Elected President of Michigan Association of Insurance Agents

fact that Port Huron waived its rights this year for Detroit. Fred L. Winter presided at the meeting and at the close Mr. Old presented him on behalf of the membership with a substantial check in tribute to his very effective work. G. C. Chaddock of Muskegon was chairman of the nominating committee and Mr. Old of the resolutions committee.

President Winter's Address

President Winter, in his address, urged all to aid the insurance department in enforcing the insurance laws. He said that the income of agents is being reduced in many ways so that it is up to the rank and file through their organization to assert themselves to preserve the agency system. He said that more county and local boards are needed. He declared that there is vital call for a closer relation between companies and agents. Secretary George Brown reported a balance of \$1,427 on hand. In the recent drive for membership out of 400 prospects there were 78 new members secured. One member stated that the Detroit association is now basing its membership on individuals rather than agencies. He suggested that this be done with the state association. H. M. Thatcher of Pontiac suggested that local boards adopt similar names patterned after the national and state associations, in order to bring about uniformity. He said, for instance, that the Pontiac body should be known as the Pontiac Association of Insurance Agents.

Committee Reports

Phil Braun of Flint reported for the conference committee. G. Leo Weadock reported for the automobile committee, stating that a number of recommendations had been made to the Western Automobile Underwriters' Conference looking toward a simplification of the rate manual and rules. He said the present system is very cumbersome and confusing. He declared that the conditions in the automobile field in Michigan are unsettled. Clyde B. Smith reported for the legislative committee stating that no insurance bill passed the last legislature without having the support of the insurance interests of the state. No law hostile to insurance was passed. He said that Michigan now has an excellent insurance code.

Weadock's Initial Comment

In assuming his new office Mr. Weadock, who was greeted with "Wee Doch and Doris" said that numbers are not needed in the agency field today but quality and ability. Mr. Weadock criticized the numerous policy inclusions

Code of Ethics Is Adopted

DETROIT, Sept. 11.—At the meeting of the state officers with the executive committee of the National Association of Insurance Agents this week a code of ethics was adopted which will be the guiding rules for members of the organization. The code is as follows:

1. I believe in the insurance business and its future, and that the American agent is the instrumentality through which it reaches its highest point and attains its widest distribution. I will do my part to uphold and upbuild the American agency system which has developed insurance to its present fundamental place in the economic fabric of our nation, and with my fellow-members of the National Association of Insurance Agents I pledge myself to always support right principles and ever oppose bad practices in the business.

2. I believe that these three have their distinct rights in our business: first, the public; second, the insurance companies; and third, the insurance agents; and that the rights of the public are ever paramount.

3. To the Public. I regard the insurance business as an honorable profession and realize that it affords me a distinct opportunity to serve society.

I shall strive to render the full measure of knowledge and service that should be expected from an intelligent, well-informed and well-equipped insurance man. Anything short of this should be considered a violation of the trust imposed in me.

I will thoroughly analyze the insurance needs of my clients and recommend the form or forms of indemnity best suited to these needs, fearlessly and faithfully advising and counseling as to the best insurance protection available, even though it may be to the advantage of my competitor rather than to myself.

I will do my part to help bring the public to a better understanding of insurance and will always so conduct my business that I will welcome the fullest light of publicity upon it.

I shall consider it a duty to cooperate with the national, state and local authorities in the prevention of fire waste and accidents.

Conway Appoints Ward as New York Deputy

Francis P. Ward has been appointed second deputy superintendent of New York by Superintendent Albert Conway, succeeding Daniel F. Gordon, who recently resigned. Mr. Ward will be located in the New York City office of the department.

He has had a meteoric rise for a young man, being in general practice from 1906 to 1915, when he was a delegate to the constitutional convention of New York, and in 1921 he was appointed assistant corporation counsel of New York, serving until 1924. At that time he became assistant chief of the New York department's liquidation bureau, in which capacity he has served since. The duties of this office he discharged with an efficiency that made him well known over the United States. Mr. Ward contributed to the unusual record which the liquidation bureau established in handling the affairs of defunct carriers at low cost and so that a high proportion of assets was returned to creditors and policyholders.

and said the agents might organize a company that would issue a policy covering everything not included in the policies of regular companies.

As a reputable citizen I shall take an active part in recognized civic, charitable and philanthropic movements which contribute to the public good of my community.

* * *

4. To the companies. I will respect the authority vested in me to act in their behalf in serving the public. I shall strive at all times to live up to the agreements made with my companies; shall use care in the selection of risks, and shall do my utmost to merit the confidence of my companies, rendering them the fullest information to enable them to underwrite their insurance intelligently, withholding no facts detrimental to their interest that may come to my knowledge.

I will expect my companies to give me the same fair treatment that I give to them and will favor those companies that subscribe to the principles of the National Association of Insurance Agents and who carry out those principles in the conduct of their business.

* * *

5. To my fellow members. I pledge myself to establish and maintain intimate and friendly relations with other agencies in my community. I shall compete with them on an honorable and fair basis, make no false statements nor misrepresent by direct statement, omission of facts, inference or subterfuge.

I shall consider the obtaining of business by commercial bribery, coercion or unfair influence as unethical.

I shall adhere to a strict observance of all insurance laws relative to the conduct of my business and shall studiously avoid any practices which might cause the business any adverse notoriety or disrepute.

I shall cooperate in every reasonable way with my competitors for the betterment of the insurance business and its advancement to a higher level of service.

6. Realizing that only by unselfish service can the insurance business have the public confidence it merits, I shall at all times seek to elevate the standards of the insurance profession by governing all my business and community relations in accordance with the provisions of this code and by inspiring others to do likewise.

This Fire Department Primitive, but It Works

Cooperative use of primitive equipment is keeping fire losses down to a minimum in Drenthe and Vrieeland townships near Zeeland, Mich. The farmers, mostly of Dutch extraction, show an excellent community spirit and have organized one of the most effective volunteer fire departments functioning in any rural district of the state. The plan utilizes a small chemical truck, a church bell and church care-taker, telephones, milk cans and farm yard watering troughs. Whenever a fire is discovered, a call is put in immediately to the pastor's house. The church caretaker then rings the church bell while the pastor, if he is at home, tows the chemical truck to the scene behind his own car. The bell signal rouses every farmer in the two townships. All fill their available milk cans with water, pack them aboard their cars and rush to the fire. Usually they all arrive together and with the chemicals, the cans of water, and plenty of firemen the blaze is usually nipped in the bud or at least held to the building in which it originated.

Vote \$100,000,000 Capital for Holding Corporation

HOME FLEET EXPANSION PLAN

**Stockholders to Pass Sept. 25 on Present
Doubling of \$1,800,000 Resources
of Security Company**

Increase of capital of the Home Fire Security Corporation, holding company of the Home of New York fleet, from \$1,800,000 to \$100,000,000, a boost of \$98,200,000, was voted by the directors Sept. 9, and a meeting of stockholders has been called for Sept. 25 to act upon the recommendation.

Aside from the staggering size of the capital increase, this is seen by Wilfred Kurth, president of the corporation and vice-president of the Home, who made the announcement, and other officers as a fire insurance event of far reaching importance. The action is taken to portend an active extension of fire insurance mergers and consolidations, in view of this activity in other lines of insurance recently.

Issued Share for Share

Each stockholder of record at the close of business Sept. 25 is to be given the right to subscribe at \$20 per share for one additional share for each share held on that date. Payment is to be made on or before Nov. 7, 1929.

Present capital of the security corporation consists of 180,000, \$10 par value shares, so that the current increase will double the number of shares at present outstanding, and will increase the capital to \$3,600,000, while adding \$1,800,000 to the corporation's surplus. The 9,640,000 shares, unissued, will be held in readiness to take advantage of opportunities offered in the future.

Has Had Meteoric Growth

Although the history of this organization dates back only to September, 1928, its record so far has been marked by at least one huge transaction. It was organized for the purpose of acting as a holding company for the stock of companies affiliated with the Home and to acquire control of other companies.

On Oct. 2, 1928, it inaugurated its acquisition program by the announcement that it had purchased a controlling interest in the Georgia Home, one of the leading companies in the south. Shortly thereafter, in November, 1928, it surprised the whole insurance fraternity by announcing a gigantic deal, involving the large National Liberty group, consisting of the National Liberty, Baltimore American and People's National.

May Enter Casualty Field

Conjecture on the street is that the Home will soon buy a casualty company or perhaps two or three, thereby affording to agents of the fleet broad facilities. For years the report that the Home would launch or purchase a casualty annex has been current, and at one time its management seriously contemplated forming the "Home Indemnity."

Nothing, however, has been done in this direction thus far. The assumption now is that within a short time the powerful Home group will still further strengthen its organization through entry into the general casualty and allied fields.

New York Fire

The New York Fire, one of the Corroon & Reynolds group, is making remarkable headway, its semi-annual statement showing assets of \$4,246,343, an increase of \$1,324,343; reserve for contingencies, \$750,000, a gain of \$550,000; policyholders surplus, \$2,044,688, an increase of \$249,739 over the figures of Dec. 31.

VIEWED FROM NEW YORK

By GEORGE A. WATSON

REDDY MADE GENERAL AGENT

George A. Reddy, special agent of the Provident Fire and State Insurance in the New York City suburban field, has been appointed general agent. For a number of years he was in the loss department of the Royal Exchange.

WALLACE KELLY HONORED

Wallace Kelly of New York has gone to San Francisco, where he will now be located as manager of the Pacific Coast department of the Seaboard Fire & Marine and Yorkshire. Before leaving he was presented with a gold watch by the staff in New York, where he has been located for some years as assistant manager.

FULTON FIRE LICENSED

The Fulton Fire, the running mate of the Hanover, has been licensed in New York and has appointed H. G. Preiss as New York agent. Mr. Preiss began his insurance career 25 years ago in the Hanover head office. He has been associated with local agencies, joining the agency at Howie & Cain after the war and then five years ago establishing his own agency.

WILL HONOR CONWAY

The General Brokers Association of New York City will give a dinner in honor of Insurance Superintendent Albert Conway of New York the evening of Oct. 22. B. E. Frank is chairman of the dinner committee. A number of prominent men have already accepted invitations to be present. Governor F. D. Roosevelt will be one of the guests of honor.

INTEREST IN STOCKS CONTINUES

"Cessation of trading over the Labor Day holiday," Gilbert & Co. state in their most recent investment bulletin, "resulted in no diminution in the recently aroused public interest in insurance stocks. In fact, so great was the accumulation of buying orders over the week-end that most of the good insurance stocks moved forward with even more vigor than during the past few weeks."

"The Home companies featured the market under the leadership of the Home itself, which was up 70 points to a high of 670. In this group City of New York and Halifax showed notable

strength, each gaining 10 points over Friday's closing, while Franklin, Harmonia, Homestead and Carolina made gains of from 4 to 6 points each.

"Aetna Life continued its upward progress and reached 1410. Hartford Fire rose from 1060 to 1080, while Aetna (Fire) continued firm at 800. Providence Washington added to its gains of recent weeks, the bid price rising to 1060 with few offerings. Globe & Rutgers was also strong with a 10-point gain to 1550."

RULING HOLDS ASSETS IN U. S.

Surplus assets of five Russian carriers liquidated by the New York department will remain in the United States as the result of a decision by Justice Crain in New York supreme court upholding the contention of the department. The ruling leaves assets in the superintendent's hands but does not bar creditors from filing claims. The five companies are Moscow Fire, Second Russian, Northern of Moscow, First Russian and Russian Reinsurance of Petrograd. The court decision centered about the Northern of Moscow case, being in substance that the superintendent hold the assets after payment of domestic policyholders and creditors, that the injunction contained in the order of liquidation of June 9, 1926, restraining suits or proceedings by any creditors, be vacated; that in case judgments are entered on any claims after liquidation all judgment creditors or their assigns be restrained from collecting by attachment or otherwise any of the funds in the superintendent's hands, that the superintendent terminate liquidation of the United States branches as soon as possible, that no creditor should be barred from presenting a claim to the surplus fund in any manner whatsoever, that if any domestic creditor has a claim to the surplus funds and these are sent to a foreign liquidator, the creditor may offer proof of his claim in the United States and that all other plans and parts of plans submitted before the referee and not specifically adopted in the court ruling are denied and rejected. The court in the case of the Second Russian held that no consideration should be given to any claim made by or in behalf of the Soviet Socialist Republic nor to any claim made by or on behalf of second or third class creditors, directors of the Second Russian to receive surplus funds after payment of second and third class creditors nor the company itself.

Ohio Agents Go to Companies

(CONTINUED FROM PAGE 5)

land is worth no more than it is in other cities. Furthermore Detroit has been made an excepted city.

The rate of commissions which the agents' committee has agreed upon as being satisfactory is 25 and 30 percent, with a contingent commission of 10 percent.

Companies Not Consistent

Commissions have been increased in New Jersey and other points. The companies are not consistent in their commission program. The fire insurance end of an agent's business where he maintains a regular office, has clerks and renders service to his assureds is showing reduced profits owing to the higher cost of operation, the reduction in rates, and lines being taken by non-resident brokers and syndicates. The agents declare that were it not for their casualty business they could not survive. Some agents claim that their fire departments are conducted at a loss. They hesitate to reduce the service they have been giving. The reduction in rates in Ohio was not called for or justified

in the opinion of the agents. The extension of the term rule means another practical reduction in rates. In fact with the direct reduction in rates and the extension of the term plan the premium income in the state is reduced about 25 percent and the agent's income suffers a similar reduction.

Force Agents to Carry Burden

The agents complain that the regular companies in attempting to meet the competition of outsiders are forcing them to carry the burden. The agents say that there is much dissatisfaction over the state among the first-class agents who have been loyal to the organization companies. So long as this feeling exists the business will not be conducted as it should be. If employees render value received and represent the companies in the field as they should they deserve ample compensation. Poor agents are worse than none at all. Good agents deserve good wages. The agents say that they have consistently represented organization companies and have stood by the oldtimers through thick and thin. The time has come, they say, when the problem of saving themselves is brought face to face before them.

They claim they cannot continue at

Blue Goose Will Give More Time to Business Sessions

PROGRAM CHANGE ANNOUNCED

**Time Extended to Allow for Holding
Business Meetings on Both Sept.
25 and Sept. 26**

Because of the widespread demand for more time in which to take up the business of the Blue Goose grand nest, J. Charles Harris, most loyal grand gander, has announced that the convention will be extended one day, so that Wednesday and Thursday, Sept. 25 and 26, will be devoted to business meetings, with some resulting changes in procedure.

Three California companies with headquarters in San Francisco will act as hosts to the visitors. They are the Associated companies, the California Fire and the Fireman's Fund.

Golf Tourney Big Feature

A fine collection of trophies has been donated for the golf tournament by the company managers, and this tournament is expected to be the outstanding event of the meeting. While the delegates are registering Sept. 24, the golf tournament will get under way at 10 a. m. at Lake Merced, and continue until the players stop to join the party making the trip about San Francisco Bay, who will land at Sausalito. The entire group will then go to Mt. Tamalpais, where dinner will be served and dancing and other entertainment provided.

The grand nest business meeting will open Sept. 25 at 10 a. m. and continue through the day. The ladies will be entertained that day with a luncheon, followed by a shopping tour in charge of the ladies of the San Francisco pond. At 7 p. m. Wednesday the "Managers' Night" will open, this being a new feature for the grand nest meeting, when San Francisco fire insurance executives will entertain visiting field men of their companies. The grand nest business meeting will be continued at 10 a. m. Thursday, and Thursday evening the good-fellowship banquet will be held at the Fairmount hotel, this being open to members and visitors and their wives. Dancing will follow the banquet.

The auto ride originally planned for Thursday will be advanced to Friday.

the present scale with increasing costs and lower premium income and make both ends meet. In the smaller places where an agent has his office in his home and has no clerk hire to amount to anything his operating cost has not advanced to any great extent. The agents of service who are really conducting the business as it should be, find themselves confronted with decreased profits until they become negligible. The agents' committee declared that the organized companies must appreciate the situation or the nonaffiliated companies will reap the harvest. The committee stated that the nonaffiliated companies' influence should not be minimized. The greater number will be permanent institutions. They are well financed and are substantially backed so that they be counted upon to remain in the business. Unless the organized companies can give some relief to the agents the committee stated that undoubtedly a number of offices will feel compelled to take nonaffiliated companies to save themselves.

Wouldn't you be interested in having a copy of the selling plans of the biggest Accident and Health Producers in the field? The actual plans used by these men are to be found in The A. & H. Bulletin. These plans have brought results for others; why not let them help you? Write for free booklet describing the Bulletin. The National Underwriter Company, 420 East 4th street, Cincinnati, O.



Accidents

They are on the job every tick of the clock. They follow every man second by second, minute by minute, hour by hour through daylight and dark whether he is at work, at home or at play. They are ever present hazards. Insurance, however, works just as hard and just as long. The man who protects his earnings with a Glens Falls Accident Policy may rest assured that he will have protection to checkmate that accident no matter when or where or at what hour of the day or night it may occur.

Since accidents work all the time, they create your opportunity to sell accident insurance every day and *it can be done*. Start now and keep it up—today, tomorrow and every day.

Accidents are confined to no place or person. They are perniciously persistent and have the horrible habit of hitting the uninsured man and woman.

"The Glens Falls Fleet"

Glens Falls

INSURANCE COMPANY
Glens Falls, New York

COMMERCE
INSURANCE COMPANY
Glens Falls, New York

Glens Falls

INDEMNITY COMPANY
Glens Falls, New York

CHICAGO BRANCH OFFICE
175 West Jackson Boulevard

NEW YORK BRANCH OFFICE
84 William Street

SAN FRANCISCO BRANCH OFFICE
354 Pine Street

HUMAN NATURE

Is one of the strongest elements in the Insurance business.—YOU, as an agent, "play" it every day.

DID YOU EVER KNOW

That a Company could be "HUMAN" to the extent of considering every agent as a personality, and doing everything possible to make him feel "at home."

THE SECURITY FIRE

holds it their duty to KNOW their agents and

HAS IT

We have a field man in your state "anxious to Know You and Serve YOU."

Illinois
Indiana
Iowa
Michigan

Small	ENOUGH	To Know You
Strong		To Protect You
Old		To Serve You

Ohio
Pennsylvania
Wisconsin

ASSETS

1919.....	\$ 955,247.71
1920.....	1,085,861.85
1921.....	1,145,225.98
1922.....	1,178,100.24
1923.....	1,274,933.70
1924.....	1,290,004.85
1925.....	1,481,724.73
1926.....	1,509,068.94
1927.....	1,588,927.26

Surplus to Policyholders

\$290,750.47
300,653.99
350,888.71
412,192.76
493,216.00
518,108.58
601,820.30
640,548.34
701,429.94

1928 - - \$2,068,162.51 - \$1,060,961.97

Forty-Sixth Annual Statement

We will tell you more about this Company—or our field man will call if you will write.

THE SECURITY FIRE INSURANCE CO.

of Davenport, Iowa

Big Convention Is on at Detroit

(CONTINUED FROM PAGE 3)

financial and business enterprises. He is reputed to be well off financially and therefore can give time to National association duties.

Dunham a Speaker

There were four set addresses Wednesday morning, one being by Col. H. P. Dunham, commissioner of Connecticut, who is president of the National Convention of Insurance Commissioners and will preside at his own meeting in Toronto next week. The next was by Frank D. Layton, president of the National Fire of Hartford, who is chairman of the public relations committee of the National Board. Laurence E. Falls, vice-president of the American of Newark, who is regarded as an authority on use and occupancy, gave some observations on that subject. Albert Dodge of Buffalo, president of the New York State Association, recounted the value of an accident and health department to an agency.

On Wednesday afternoon there were five set addresses, they being by George D. Markham of St. Louis, former president of the association; A. Duncan Reid, president of the Globe Indemnity; Floyd A. Allen of Detroit, assistant to the president of the General Motors; Commissioner C. D. Livingston of Michigan and Herbert Cobb Stebbins of Denver, president of the Association of Fire Insurance General Agents.

During the luncheon hour Tuesday there were the group conferences. J. A. Gberson of Alton, Ill., presided over the one for agents proucing up to \$100,000 a year, Fred J. Lewis of Milwaukee had charge of the meeting of those producing between \$100,000 and \$300,000, and Mr. Goodwin had the group of larger agents.

Consider Amendment

Tuesday evening the members held an executive session, one of the big questions being the consideration of an amendment to the constitution establishing local boards as units of National association representation at conventions. Many of the large city agents feel that if interest is to be maintained their local boards must have more voting power at conventions.

The cities have problems of their own and they believe that they are entitled to greater voting strength in the organization. A number of the large city agents held a conference Tuesday presided over by Fred B. Ayer of Cleveland. Many agents present from the large cities were very much interested in bringing about this change.

Compete for Next Year

There is keen competition for the next annual meeting on part of delegations working for Los Angeles, Dallas and Richmond, Va. Charlotte, N. C., and Huntington, W. Va., are both out for the mid-year meeting.

At this convention there are many company officials. On the convention floor a number of companies, publishers and service organizations had booths for display of their wares and which formed points of contact with visitors. Many had more elaborate official quarters in different parts of the hotel where hospitality was dispensed.

Tuesday morning and the luncheon period that day were given over to a conference of state officials with the officers and national executive committee. The work of the year was reviewed and a number of points were brought out of interest to the state officials.

Consider Gandy's Plan

One of the chief proposals before the National association meeting is the suggestion of Charles L. Gandy of Birmingham, president of the Alabama association, to adopt a plan to measure the strength of the organization through in-

dividual members rather than offices. There are now 12,000 agency members, but Mr. Gandy believes that this number represents between 40,000 and 50,000 individual agents.

At the meeting of the state officers, a motion by H. C. McKelvey of Pittsburgh, former president of the Pennsylvania association, was adopted recommending that a special committee consider this question and report at the midyear meeting.

The amendment to the constitution proposed by J. B. Wallace of Kansas City, Mo., provides that local boards should have delegates giving them a vote in case of roll call at a national convention. Each local board shall be allowed one delegate for each 10 members. Outside of local boards there should be one delegate for each 10 members not attached.

Commissioner Livingston Calls

It was suggested at the state meeting that state delegates and visitors get together at informal luncheons or breakfasts. The invitations for the next meeting will be presented Thursday morning. Commissioner C. D. Livingston of Michigan called at the executive committee room to pay his respects. The code of ethics for the National association met with hearty approbation at the state officers conference. The special committee that drafted the code consisted of Earl E. Fisk, Green Bay, Wis., chairman; A. L. Jenkins, Richmond, Ind., and J. B. Aigen, Florence, S. C. C. A. Paine of Jacksonville, Fla., offered a resolution that a fire prevention address that could be used by members should be published by the National association.

Banquet Draws 1,500

There were 1,500 at the get-together dinner of the National association Tuesday evening, it being the largest function of the kind ever held in connection with the organization. President R. P. DeVan presided. The speakers were Commissioner C. D. Livingston of Michigan; President Fred L. Winter, Michigan association; President W. J. Doyle, Detroit association, George J. Lieber of Detroit, chairman, executive committee, committee on arrangements; George W. Carter of Detroit, chairman, finance committee; Clyde B. Smith, chairman, national executive committee, and Secretary W. H. Bennett.

The ex-presidents at the speakers' dinner were Frank R. Bell of Charleston, Va., James L. Case, Norwich, Conn., F. L. Gardner, Poughkeepsie, N. Y., A. W. Neale, Cleveland, and E. C. Roth, Buffalo.

Discuss Big City Problems

At the meeting of the large cities agents there was considerable discussion as to what means the National association might use to conserve the interests of commission agents in these centers. It was acknowledged that the branch office system is being extended and can easily be employed in business production and attracting brokers, to the detriment of the regular agents. It was felt that sharper teeth might be put into the jaws of the agents' association, so that companies might watch, look and listen.

Competition Raises Problems

Clyde B. Smith, chairman of the executive committee, in his address told of the way the National association is aiding its members in meeting the so-called new competition for the consumer's dollar. There are many problems, he said, which this competition has brought into the insurance business, and that new precautions must be taken to safeguard the American agency system and its public service. The National association is aiding its members in business development and is giving constant effort toward aiding its members in becoming better educated and better service giving agents.

Pages of high verdicts every month in *The Casualty Insurer*, monthly, \$2 a year, 175 West Jackson boulevard, Chicago.

Fire Prevention Week

(October 6-12)

FOR the first time since 1919, fire loss records for 1927 show a considerable decline from the previous year in the total value of property destroyed. This is concrete evidence that the nation-wide Fire Prevention activities sponsored by stock fire insurance companies are bearing fruit. But this is only a start in the right direction.

Fire Prevention Week this year takes place October 6-12. As in former years, Franklin agents will be among the leaders in fire prevention activities. Many of them will put forth even greater efforts, as a fitting reminder that the Franklin completes its 100th year of operation.

WILFRED KURTH
President

100 years Old!

—and still going strong

DURING the past 100 years, since the beginning of the Franklin, with a few brief interruptions, the nation's fire

loss has steadily increased until now it amounts to nearly half a billion dollars in one year's time. All who are connected with stock fire insurance should cooperate in the molding of public opinion to stop the terrific fire waste.



The **FRANKLIN FIRE INSURANCE CO.**
of Philadelphia

AMERICAN AUTOMOBILE INSURANCE COMPANY

ST. LOUIS

L. A. HARRIS
PRESIDENT

ALL KINDS
of INSURANCE
on AUTOMOBILES

Capital & Surplus . . . Over 3,500,000.00
Reserves Over 8,500,000.00
Total Assets (Jan. 1, 1929) Over \$12,500,000.00

CHANGES IN THE FIELD

EBERLE WITH FRELINGHUYSEN

Nebraska State Agent for North America Becomes General Agent in Oklahoma City

W. M. Eberle, who has been Nebraska state agent for the North America, has become associated with the J. S. Frelinghuysen general agency organization and becomes general agent for the Frelinghuysen group in Oklahoma with headquarters at Oklahoma City. He will be general agent for the Stuyvesant, American Home, American Constitution and Industrial of Akron. His father is state agent of the North America in Oklahoma.

Barton B. King

Western Manager Harvey W. Murray of the Universal of Newark announces the appointment of Barton B. King as state agent for Indiana. He received head office training and is a graduate of the National Inspection Company. George H. Scott has been handling Indiana, Illinois and Michigan but now gives up Indiana owing to the increase of business in the three states.

Michael Kraus

The Milwaukee Mechanics has appointed Michael Kraus as special agent in Ohio, to be associated with State Agent William C. Howe, with Columbus headquarters. He succeeds Ben Alaback, who was called to the home office last October to become one of the assistant superintendents of agencies. Mr. Kraus has been Ohio examiner at the head office for a number of years.

M. E. Moyer

The Southern Fire announces the appointment of M. E. Moyer as state agent for Pennsylvania. Mr. Moyer entered the insurance business in 1914 as inspector for Underwriters Association of the Middle Department, resigning in 1917 to enter the United States navy. In 1919 he returned to his former connection as district secretary at Cumberland, Md., remaining there until he became special agent for Svea and Hudson in Pennsylvania, Maryland and Delaware. In September, 1923, he became special agent for the Continental in central Pennsylvania and in April, 1927, he was placed in charge of the entire America Fore group in the same territory.

E. E. Olinger & Co.

E. E. Olinger & Co., Oklahoma City, have been appointed general agents in Oklahoma and Kansas for the People's National, one of the National Liberty group. Mr. Olinger began his underwriting career with the Kansas Rating Bureau, subsequently becoming Oklahoma special agent for the Queen and later for the Providence Washington. He next established a general agency for Oklahoma, continuing the arrangement until 1927 when he disposed of his interest in the firm to his partner, H. C. Upsher. After spending 18 months in California, Mr. Olinger has reentered the general agency field.

Donald L. Buck

Donald L. Buck, special agent in the central Pennsylvania field for the past three years, has been transferred by Crum & Forster to the western New York territory, where he will supervise the interests of the Westchester, Delaware Underwriters and Allemania, all members of the group. Mr. Buck who succeeds George H. Forster, recently resigned, has established headquarters at Buffalo.

MAKES TWO APPOINTMENTS

Northwestern National Names Shannon as Washington Manager, Sherman in Nebraska Field

The Northwestern National of Milwaukee announces appointment of J. H. Shannon, special agent in Nebraska, as manager of the branch at Washington, D. C., succeeding E. J. Walsh, resigned, effective Oct. 1.

L. J. Sherman, member of the adjusting staff of the Underwriters Adjusting Company of Chicago, will succeed Mr. Shannon as special agent in Nebraska, taking up his work Sept. 15. He will continue headquarters at 306 Omaha Loan & Building Association building, Omaha. Mr. Sherman is spending the intervening period with Mr. Shannon in the field.

Thomas J. Drinan

Thomas J. Drinan, until recently a member of the L. W. Kingman Company, agent at Boston for the Northwestern National of Milwaukee, has been appointed special agent for that company in New England, succeeding George P. Gillette, resigned. He will have his headquarters at 40 Central street, Boston.

A. C. Schilke, H. J. Lussem

A. C. Schilke, state agent of the Sun for Iowa and South Dakota, has resigned and Henry J. Lussem of the western department underwriting staff has been appointed his successor. According to Western Manager John F. Stafford, Mr. Lussem, who has been with the Sun office for many years, has had experience in all branches and for some time has been an examiner. He is thoroughly conversant with underwriting and also has had experience in the field, which will make him a valuable man in the new capacity, Mr. Stafford says.

COMMISSIONERS IN TORONTO

Canadian Officials Meet There Sept. 13-14 and Those from United States Next Week

TORONTO, Sept. 11.—Arrangements are now completed for the annual meeting of the Association of Superintendents of Insurance of the Provinces of Canada, to be held here Sept. 13-14, and for the National Convention of Insurance Commissioners of the United States, Sept. 17-19.

A final edition of the program has just been printed. On Sept. 17 the visitors will be the guests of the National Life Assurance for luncheon, in the new building of the company. In the golf tournament, there will be two cups, one for insurance department officials and a second for open competition among visitors. In place of the moonlight excursion in the evening there will be a bridge party.

T. G. McConkey, chairman of the convention committee, is to be chairman of the opening session at which Howard P. Dunham will deliver his address as president of the National Convention of Insurance Commissioners.

Spencer Heads Chattanooga Board

H. W. Spencer has been elected president of the Chattanooga Association of Insurance Agents, succeeding J. M. Kemp, who is retiring from office. J. D. Irvine was chosen vice-president; H. S. Weinling, secretary, and George Mason, treasurer.

NEWS OF THE COMPANIES

DETAILS OF INCREASE GIVEN

Agricultural and the Empire State Will Add Considerably to Their Financial Resources

President H. R. Waite of the Agricultural and Empire State announces the details of the plan for increasing the capital of these companies. The Empire State will increase its capital from \$500,000 to \$1,000,000. The Empire State was organized by the Agricultural last year. The Agricultural will increase its capital from \$2,000,000 to \$3,000,000. The increase will be taken care of by a stock dividend of 25 per cent and the sale of 20,000 additional shares, par value \$25 to be sold at \$75, thus creating \$1,000,000 new surplus. The Agricultural pays \$4 a year per share annually and 25 cents a quarter extra. The directors expect to continue the regular dividend rate but will eliminate the extra. The new stock at \$75 a share will net purchasers 5.33 per cent at the present dividend rate. The Agricultural, after the new financing is done, will have \$500,000 reserve for contingencies, \$1,000,000 reserve for depreciation of securities, \$17,500 on assets and \$5,550,000 net surplus.

The Empire State will have \$1,000,000 capital, \$150,000 reserve for contingencies, \$225,000 assets, and \$1,023,000 net surplus.

Illinois Fire

The Illinois Fire of Peoria has sent a letter to its agents stating that under no

condition will it sell, merge or consolidate with any other company. The company is not interested in any movement of this kind. It assures its agents that there will be no change in control. During the first six months of the year the loss ratio was 32.3 percent. Both assets and surplus show a fine increase for the first six months. Its premiums increased also. Its loss ratio for the first six months last year was 48.3 percent.

Republic of Pittsburgh

The Republic Fire of Pittsburgh under the management of Corroon & Reynolds in its semi-annual statement shows \$4,770,209 assets, \$985,868 premium reserve, \$1,581,248 contingency reserve, capital \$1,000,000 and surplus \$1,000,000. The assets increased \$694,033, premium reserve \$143,119 and voluntary reserve \$545,607. The earnings amounted to \$702,854, equivalent to \$7.02 a share on the outstanding common stock.

Germanic Fire

Gain of \$218,000 assets after providing for preliminary expenses of about \$75,000 which were charged off to cost of operations, has been accomplished by the Germanic Fire of New York which was organized last September by the International Germanic interests with \$1,000,000 capital and \$1,500,000 surplus. An agency net business of \$477,550 was done in the first six months this year, amounting to \$346,248 after deduction of reinsurance. The company now writes in 26 states and has 268 agency connections.

Elements of Insurance Cost

To the Editor—In an editorial in THE NATIONAL UNDERWRITER of Aug. 22 appears what I believe reflection will prove to be a fallacy often indulged in and apparently seldom pointed out. I refer to the statement: "Fire insurance has demonstrated a thorough knowledge of modern business methods by decreasing the cost during the 16-year period from an annual rate of \$1.04 to 86 cents."

Undoubtedly the writer of the editorial believes that the "cost" of fire insurance is the premium paid for such insurance. It is only on this theory that one can accept the statement that a reduction or increase in the average rate of fire insurance reflects the entire cost of such fire insurance.

Scientific methods of accounting contemplate that all the elements entering into a transaction shall be considered in determining the whole. The cost of mer-

chandise is not covered by the invoice alone, but is composed of invoice cost, freight, insurance, cartage before receipt of the merchandise, and storage, conditioning, pricing after the merchandise has come into the merchant's possession, etc. Any accounting system that would ignore these would land the merchant in bankruptcy.

Many Items Enter In

The same is true of insurance cost. The premium paid the insurance company is only one item in insurance cost. The services of a watchman, the cost of standby water service in connection with sprinkler systems, interest, depreciation, and amortization on such portion of superior construction as reduces the fire hazard are all strictly speaking a part of the insurance cost.

A. P. LANGE,

Hale Bros. Stores, San Francisco.

Consider Uniform Statutory Definitions

H. G. Garrett, superintendent of insurance for British Columbia, is meeting a joint committee at Toronto this week to consider uniform statutory conditions of the uniform insurance act. This meeting is in advance of the meeting of the superintendents of insurance for the Dominion.

The joint committee consists of: All Canada Fire Insurance Federation, A. Hurry and P. L. Monkman; fire company officers, J. A. Robertson, Wm. A. Thomson and C. E. Sword, and life company officers, E. E. Reid, H. R. Stephenson and John Appleton; casualty company officers, C. W. I. Woodland, W. A. Thomson and V. Evan Gray; Superintendents H. G. Garrett, R. Leighton Foster and W. H. Gilliland.

Sam Burnley, clerk in the Virginia state banking department for the past ten years, has resigned to become associated with his son, John Nat Burnley, who operates a local agency in Charlottesville.

Broad Personal Floater

The St. Paul Fire & Marine is now issuing in a number of states a broad personal property floater which covers all damage except by fire to residences owned by the assured, caused by burglary, theft, larceny or robbery. It covers jewelry and personal furs not scheduled for an amount not exceeding \$100 on any one article or set of articles or in any event not to exceed \$250 in any one loss. It covers the property insured anywhere it is located.

George Jordan Honored

SAN FRANCISCO, Sept. 11.—Before departing for New York to take up his new duties as manager of the Atlantic marine department of the Fireman's Fund, George Jordan was the honor guest at a dinner given by the Association of Marine Underwriters of San Francisco. Mr. Jordan was presented with a handsome desk set by the marine underwriters and took with him to New York every wish for success from the men he has been associated with on the Pacific coast in marine underwriting.

Out of the Darkness—

After long gruelling hours of flying, lightened only now and then by guiding beacons, the air pilot comes out of the night and because of the proper lights of the airport makes a safe landing.

Just as important to your client's property as the proper illumination of an airport to a pilot is the light thrown upon the property after a severe loss by an accurate up-to-date appraisal, such as that made and kept up-to-date by the Lloyd-Thomas Company.

Insist on a Lloyd-Thomas Appraisal

"WHAT IS AN APPRAISAL?—It is a complete classified inventory of insurable property (except stock, merchandise and raw materials). Each item of property is valued at today's cost to replace new. The amount of accrued depreciation is determined and the sound insurable value is given.

"ITS ADVANTAGES—1st—It discovers insurable values that have long been written off the books through unscientific depreciation—2nd—It gives the agent, the assured, and the companies value facts of property. 3rd—It makes for adequate insurance protection, for to nearly every instance it calls for additional insurance."

The Lloyd-Thomas Co.

RECOGNIZED AUTHORITIES ON PHYSICAL VALUES.

APPRAISAL ENGINEERS

4411 Ravenswood Ave., Chicago
120 Broadway, New York

Cincinnati
St. Louis
Denver
Washington
Birmingham

Cleveland
Milwaukee
Toronto
Los Angeles
Omaha

Detroit
Pittsburgh
Minneapolis
Atlanta
Berlin

Indianapolis
Memphis
Kansas City
Des Moines
London

Cleaning without risk

CLEANING the Oakite way involves no risk of fire, explosion or accident. Faster, more thorough, better in every way than cleaning with gasoline, kerosene or other combustibles. Safe to recommend for all industrial cleaning operations—and economical as well. We are cooperating daily with thousands of firms in installing danger-free methods—write for details.

Oakite Service Men, Cleaning specialists, are located in the leading industrial centers of the U. S. and Canada.

Manufactured only by

OAKITE PRODUCTS, INC., 54B Thames St., NEW YORK, N. Y.

OAKITE
Industrial Cleaning Materials and Methods

*How The Home Fire and Home Accident Insurance Companies
Help Their Agents Increase Premium Incomes*

—5—



Safety

30,000 Ready Made House Organ Blotters Were Mailed to 300 Home Agents This Month

Perhaps the most popular of our monthly advertising service is "Safety"—a monthly blotter house organ which is furnished every month to more than 30,000 customers of Home Fire and Home Accident Agents.

"Safety" offers Home Agents a plan by which they can send a good humored message to their policyholders and prospects twelve times a year for a total cost of only 18c per person. Already this new, yet practical and inexpensive selling plan has been tested and found popular by more than 300 Home Agents. It is sent to the agent with his name over-printed and nowhere is the Company's name to be found on it.

If such a type of sales help appeals to you, we invite your inquiry as to the opportunities we have for agents in Arkansas, Mississippi, Louisiana, Texas, Oklahoma, Tennessee, Alabama, California and Oregon.

Home Insurance Companies

Home Insurance Building

Little Rock, Arkansas



*75th Anniversary
The Phoenix Insurance Co.
of Hartford*

Late News from the Casualty Field

U. S. Drops Exhibition Flight Bond Requirement

DAYTON, O., Sept. 11.—Officers at Wright Field, government airplane station, were interested in a dispatch from Washington that the war department has recommended against legislation to require applicants for army exhibition flights to furnish bond to insure the government against damage claims.

It was pointed out by army dignitaries that army flyers are becoming so expert and that aircraft improvements have so diminished the likelihood of accidents that the bond no longer is required.

Planes and personnel have been sent on numerous occasions to take part in events such as the recent dedication of the new Dayton airport and other civic activities and always after bond had been furnished by the group of civilians arranging for the demonstration. This bond is usually fixed at \$50,000, to insure payment to the government for whatever damage might be done through accidents. The bond plan now is operating under provision of temporary legislation passed in 1924.

The department in its announcement, pointed out that the premiums on the bonds are high, and adds that during the whole time the legislation has been in effect there were no accidents.

Capital City Surety Has Wide Expansion Program

NEW YORK, Sept. 11.—Having been admitted to Illinois, the Capital City Surety of this city will shortly seek entry into other central western states. Whether it will operate in that territory on the branch office or the general agency plan will be determined when the head office representative now making a survey of the field returns and makes his recommendations.

Organized in 1912, the company is already licensed in Pennsylvania, Connecticut, New Jersey, Massachusetts and Illinois in addition to New York. Its present capital will be increased to \$1,050,000 about the first of the year, and its surplus advanced to \$750,000. When this financial setup is completed the Capital City Surety, in addition to writing fidelity and surety lines, will engage in the general casualty business, issuing workmen's compensation, general liability, plate glass and burglary contracts, probably writing the last two classes mentioned by Oct. 1.

Agents Gather in Glens Falls

More than 100 agents of the Glens Falls Indemnity attended the annual convention at the home office last week. The first event was a luncheon for agents only, ladies being entertained at another luncheon at the McGregor country club. A banquet and dance was held in the evening. A driving contest for agents who laid claim to being golfers was held at the Glens Falls country club in the afternoon and a buffet luncheon and dinner dance that night, followed by a steamer trip through Lake George. Fordyce P. Stanley, vice-president and general manager, was chairman in charge of the convention, assisted by Harry G. Helm and George B. Mead. J. J. Geohagan of Hartford turned in a low gross score of 76 and won the cup donated by President E. W. West. An agents' popularity contest was an entertaining feature, a silver cup having been put up by Vice-President Stanley. C. R. Rikel of Brooklyn, G. A. Mavon of Chicago and Grey Higbe of Morristown, N. J., were the principal contenders.

Banquet Chairman



A. F. POWRIE

A. F. Powrie of Chicago, western manager of the Fire Association, is chairman of the arrangements committee of the Western Union, which has in charge the notable 50th anniversary banquet to be held at Old Point Comfort Sept. 23.

JURISDICTIONAL MACHINERY FOR COOPERATION IS SOUGHT (CONTINUED FROM PAGE 3)

missions they ought to be willing to help companies fight excessive taxation, to which Mr. Fisk pointed out that in every state legislature in session during the last year, a great many bills had been offered to increase insurance taxation, and in every instance local insurance agents were able to defeat them. "This is not only a good record," Mr. Fisk commented, "it is a perfect one."

Floyd A. Allen, assistant to the president of General Motors Corporation, spoke on "Industry's Sales Methods as Applied to Insurance." He said the standing of the insurance business and the agents has changed greatly in the last 15 years and has assumed a commanding position in the eyes of business men engaged in other lines. Mr. Allen emphasized the idea of service in selling and said that all industries are making every effort to make purchasing and payments easy.

Ray Made Claim Manager

The Bankers Indemnity of Newark, controlled by the American of the same city, has appointed Maj. James D. Ray manager of its claim department, a position he will shortly assume, having resigned as actuary of the Arizona corporation commission after four years of service. A graduate of West Point, Major Ray is likewise a member of the bar and has had extended experience with both fire and casualty insurance.

Fire Waste Contest Entries

Following are the most recent entries in the Inter-Chamber Fire Waste Contest conducted by the National Fire Waste Council, under the auspices of the Chamber of Commerce of the United States: Altus, Frederick and Maud, Okla.

Owners and Operators Aircraft Insurance is one of the topics covered in a recent issue of the F., C. & S. Bulletin. This is strictly new material; material which is available in complete form only in this bulletin service. Aircraft insurance is growing fast. Get in on the ground floor by writing The National Underwriter Company, 420 East 4th street, Cincinnati, O., for free booklet describing the service.

ÆTNA MEETS EVERY TEST

Taking Out Liability Insurance

Amount Based on Price of Motor Car Often Proves to Be Inadequate.

Too many automobile owners have received severe financial shocks after an accident, severer, perhaps, than the bumps, when they discovered what liability they would have to pay, writing in McCall's for July, Dorothy C. Reid says.

"Carrying liability insurance on your automobile is important, but it is equally important to the assured that you carry enough of it, and there is only one safe method of determining that amount. Make an inventory of your personal holdings and income, and take out insurance accordingly; because you are liable for any damage above the amount specified in the policy, and if necessary, salary and everything you own may be attached in order to affect a settlement. Too many automobile owners base the limit of their insurance on the price of their car, when there is no relationship whatever between its value and the amount of liability insurance to be carried.

"Is the company financially stable?"
"Is it a national plant with agents all over the country, or is it a local organization?"

"Are you likely to be inconvenienced if you injure a person in some town hundreds of miles from home and the local sheriff holds your car pending the settlement?" Or would you prefer to find an agent in the immediate vicinity who, after satisfying himself as to your credentials, has the authority to release your automobile and allow you to go on your way, leaving him to take

care of the details of your accident?
"Has the company a reputation for prompt action, or is it inclined to delay?"

"All of these points should be ascertained before you insure. Selection of a company is entirely a matter of individual choice, but it is wise to be informed to what extent there may be choice.

"Do not be blinded by bargain insurance, since rates are based on facts after a compilation of territorial hazards and are pretty much the same in all standard companies.

The insuring agreement in a public liability contract agrees to pay all sums for which the assured shall become liable and to defend the assured in all suits. Specifically this means that the insurance company will investigate all cases, pay court costs and settle claims, up to and including the amount named in the policy. If, however, appearances indicate that the assured will be called upon to settle for considerably more than his policy, the insurance company will very likely suggest that he retain his own lawyer to fight the claim beyond what his policy names."

The promptness and fairness of Ætna claim service is proverbial — \$920,000,000 paid to Ætna policyholders in 79 years.

Ætna rates are standard, based on the combined experience of the leading stock insurance companies.

Policyholders of the Ætna Life Insurance Company are protected by legal and special reserves to more than \$330,000,000 and a capital and surplus of \$49,000,000.

From coast to coast 20,000 Ætna representatives assure Ætna policyholders prompt service anywhere, anytime.

An Ætna "release of attachment" bond, furnished without charge up to the limits of the policy, permits an Ætna automobile liability policyholder to go on his way without delay.



New York Sun, July 10, 1929

There is satisfaction in knowing that when you sell an Ætna Combination Automobile Policy you are providing your client with a policy that meets every test.

ÆTNA LIFE INSURANCE COMPANY
and *Affiliated Companies*

ÆTNA CASUALTY & SURETY CO.

STANDARD FIRE INSURANCE CO.

AUTOMOBILE INSURANCE CO. of Hartford, Conn.



REPUBLIC

AUTOMOBILE INSURANCE CO.

HOME OFFICE DETROIT, MICHIGAN

I asked an agent who had just taken on our company why he did so when he, seemingly, had quite a representative group of companies. He told me that competition from agents having specialized automobile companies in their agencies made it imperative.

The Republic Special

An "Exclusive
Automobile Writing Company"

Chicago Office
A 1915 Insurance Exchange Bldg.

TERRITORY
OPEN in

Ohio
Illinois
Indiana
Michigan



W. H. KUHLMAN, President

WM. F. KRAMER, Secretary

Organized 1865

The RELIABLE FIRE INSURANCE COMPANY

DAYTON, OHIO

Surplus to Policyholders \$1,039,042.00

An independent Ohio Company with a record of more than 60 years of honorable dealing with Agents and Assureds

GEO. M. EASLEY

HAL V. HAYS

GEO. M. EASLEY AND COMPANY

GENERAL AGENTS—DALLAS

"HE PROFITS MOST WHO SERVES BEST"

Boston Ins. Co.
Pittsburgh Underwriters
Patriotic Insurance Company
Federal Ins. Co. of Jersey City
Globe Indemnity Co. New York
Fire & Marine Und. Agency of Automobile Ins. Co. of Hartford

Lack of Educational Work Great Drawback

SEPARATION SLOW PROCESS

Pacific Board Executive Committee
Pleased with Progress—Date for
Showdown Extended to Oct. 1

SAN FRANCISCO, Sept. 11.—Although it is reported in fire insurance circles in San Francisco that there are but few disturbing factors now remaining in its progress, the separation program of the Pacific Board is not proceeding very rapidly. The lack of proper educational work by the members of the board, prior to the attempt to enforce the program, appears to be the greatest drawback to its successful coast-wide adoption. A wide divergence of opinion as to the number of agents clearing exists in both company and agency circles.

Where company executives have made a sincere effort to sign up they have had encouraging success. But where the problem has been viewed in a more or less lackadaisical manner the results obtained have not been particularly good.

Reluctant to Return Supplies

Agents having non-board companies have been more or less reluctant to send back their supplies. They feel that they have represented these companies to protect competitive business.

The real test of the situation will probably come about Oct. 1. At a meeting of the board last week it was agreed that although separation was effective as of Sept. 1 no complaints were to be filed against companies for being in uncleared agencies until the beginning of next month. When the first complaint is filed it is expected to bring the entire issue to a head. The companies will then be forced to fully declare themselves as to their full intentions.

It was disclosed at the meeting that not one company present could report a 100 percent "sign up" of its agents. Some of them made a comparatively good showing, some as high as 90 percent in volume but not as to number of agents.

The executive committee of the board feels pleased the way the program is progressing, they say, and express the opinion that there is little doubt of its ultimate success.

Cherry Made Branch Manager

WINNIPEG, Sept. 11.—A. A. Cherry has been appointed branch manager at Winnipeg for the British Crown Assurance and allied group, controlling the provinces of Manitoba and Saskatchewan and western Ontario. Mr. Cherry has been in this field for the past ten years, and is well known and experienced.

Additional Companies Licensed

The Provident Fire of Paris has been licensed in Canada for fire insurance. Jules Pigeon of Montreal has been appointed chief agent in Canada. The Royal has been licensed for earthquake and the Continental for aircraft insurance in addition to classes previously written.

The Premier Guarantee & Accident of Canada has been licensed to transact guarantee insurance. John H. Mulholland of Toronto has been appointed chief agent in Canada. The Aetna Life Insurance Company has been licensed in Canada for accident and sickness insurance in addition to the other lines previously authorized. The Bankers Indemnity has been licensed for accident and aircraft insurance.

Open London Branch

The British America, Western Assurance and their associates, have opened a casualty branch at London for western Ontario. S. James Shaw, formerly with the Employers Liability, is branch manager.

Transportation Head



A. G. CRANDALL

A. G. Crandall, who is vice-president of the Marsh & McLennan-S. S. Glass Corporation in Detroit, is chairman of the transportation committee of the Detroit Association of Insurance Agents which is looking after interests of the National Association of Insurance Agents at its convention in Detroit this week. Mr. Crandall is a former president of the Detroit association.

New Fire Company Boasts Nation Wide Organization

BALTIMORE, Sept. 11.—With establishment of a Pacific department early in August, the Fidelity & Guaranty Fire of Baltimore, only eight months old, now operates from coast to coast and from the Great Lakes to the Gulf of Mexico. F. A. Gantert, vice-president and general manager, announces. Within a short time it is expected that the three states in which the company is not yet qualified to do business will be included. Applications have been filed in New Mexico and Georgia. The third state in which the company is not yet qualified, North Dakota, can not be entered until one year after organization. Thus in eight months' time a colossal piece of work has been accomplished.

The Pacific department includes Oregon, California, Nevada, Utah, Arizona, Montana and most of Idaho, with headquarters in San Francisco under direction of G. A. Inman, manager.

In July the company exceeded the \$1,000,000 mark in net premiums written, and is now writing more than \$3,000,000 a year.

Would Affiliate All Institutes

MONTREAL, Sept. 11.—Considerable progress was reported at a meeting of the council of the Montreal Insurance Institute, held recently. Arrangements have been made to conform the educational course in both fire and casualty sections with those of the Toronto Institute, and to use the same examination formula. Affiliation with the Chartered Insurance Institute of Great Britain was decided upon. During the discussion, preceding this decision, the hope was expressed that in the near future it might be possible to bind together all the various local institutes into one Canadian national body.

Canadian Losses Compared

According to the "Monetary Times," fire losses in Canada for the week ending Aug. 28 are estimated at \$172,600, as compared with \$532,400 for the corresponding week of 1928. From Jan. 1 to Aug. 28 losses are estimated at \$19,736,050, as compared with \$13,430,600 from Jan. 1 to Aug. 29, 1928.

AS SEEN FROM CHICAGO

HOW SIDE-LINERS WORK

Nonconcurrence of forms under the new and old New York standard forms regulations, coupled with the unskilled services of a side-liner, were emphasized this week by Harry J. Leach, agent of the Fire Association at Morris, Ill., in commenting on the opinion of Raymond Edmunds, Columbus, O., attorney, printed recently in THE NATIONAL UNDERWRITER. It appears that an agent at Morris brought a policy to Mr. Leach written by a side-liner, who incidentally is an attorney, at a rate which Mr. Leach said never existed for the policy in question. The assured having learned of a reduction in rate wanted all of his policies to be arranged at the reduced rate regardless of when they were written. According to Mr. Leach the building on which the one policy was written has been changed from a frame composition dwelling to a three apartment dwelling and the rate was \$11.20 for five years. Rates on the other policies varied from \$6 for fire and lightning for three years to \$11.20, \$12, \$13 and \$14.40 for five years. "There is not one single policy on the entire property written correctly at the present writing because the owner has now a three apartment dwelling taking a rate of \$1.44 for five years for fire and lightning, whereas he had not so notified a single agent having a policy on the property," Mr. Leach comments. "I did not want to butt in too strongly but advised the party making the survey for him that all policies should be written in the same assured's name and that all should be endorsed for the present conditions, three apartment, with the proper prorated increased rate. I explained that the rate reduction was not retroactive but applied only to new business and renewals written after June 8. In the case of the differing policy forms where the policy forms are changed by the companies or state department regulations or actions, would hold that the latest form applying should hold for all policies of record, automatically, and without endorsement being necessary on the respective policies to that effect." The agent who brought the policy in to Mr. Leach admitted that he didn't know a "continental thing" about it as he was a survey agent, but Mr. Leach opines that the survey agent was an expert compared with the attorney who originally wrote the policy.

INSURANCE CLUB TO MEET

The first regular fall meeting of the Insurance Club of Chicago will be held the evening of Sept. 16 in the club rooms at the Great Northern hotel. Schedules

of weekly lectures will be made at that time. October being "Fire Prevention" month, the lectures will all deal with fire insurance, from the issuance to the adjustment, including side lines of use and occupancy, rents and leasehold. These lectures are of "post-graduate" nature intended for older members. October is also "Membership Month." Chairman Louis Fohr is organizing his forces for the "Century" campaign to gain one hundred new members. The final fall jamboree and golf tournament will be held Sept. 24 all day at the Oak Hills Golf Club, 130th street, south, and 80th avenue, west. Roy Hill is chairman. Prizes are on display in the chairman's office, Room A-1157 Insurance Exchange.

CAIRNS TO VISIT EAST

E. T. Cairns, vice-president of the Fireman's Fund, who has been at the western department in Chicago arranging for the retirement of Manager W. A. Chapman and the appointment of a successor, Samuel M. Buck, will go to the east and on his way back will attend the Western Union meeting at Old Point Comfort the week of Sept. 23, being joined there by Manager Chapman.

INSURANCE STOCK COMMENTS

Commenting on insurance stock trends for the week, Warner S. Conn of Lewis-Dewes & Co., Chicago investment house, says:

"The insurance stock market continued to give a good account of itself again last week. While some stocks reacted from the high mark of a week ago, on the whole the level remained better than for the preceding week. Other stocks made further gains. Our typical list pictures this condition:

	Sept. 3	Sept. 10	Change
Aetna Fire	800	780	-20
Aetna Life	1365	1385	+20
Boston	1050	1050	0
Connecticut Genl.	2250	2255	+5
Globe & Rutgers	1540	1560	+20
Hartford Fire	1075	1065	-10
National Fire	90	91	+1

"While the market as a whole has not shown a great advance there is considerable buying of a selective type, such as caused Home to advance 47 points to 660. Buying inquiries have a decided preponderance in the market."

L. M. Oftedahl, for the past five years an examiner in the western department of the Queen, has resigned to enter the insurance business in Chicago as a broker. He is making headquarters with the Affeld-Helise agency in the Insurance Exchange building.

McCain Now a Director

W. Ross McCain has been elected a member of the board of the Aetna of Hartford to fill a vacancy caused by the recent death of Almeron N. Williams. Mr. McCain also becomes a director of the Aetna's running mates, the World Fire & Marine, Century Indemnity and Mayflower Securities Company. He started in insurance with A. B. Banks & Co. at Fordyce, Ark., as a Texas representative and rose rapidly, being called to the home office of the Aetna in 1919 to become assistant secretary. He was appointed secretary in 1923 and became vice-president and secretary in 1927. When the Century Indemnity was formed in 1926 Mr. McCain was elected secretary.

Writing Much Floater Business

During this vacation season insurance companies writing personal effect floaters say that more business has been written than ever before. Agents are bringing this insurance before the people and the public is becoming better informed as to the coverage.

C. & R. Officials at Detroit

The Corroon & Reynolds group of companies is represented at the annual convention of the National Association of Insurance Agents, now in session at Detroit, by R. R. Wild, H. J. Thomson, C. W. Herring, R. J. Kastner and C. W. Welk, home office general agents, respectively of the western, eastern, automobile, southern and inland marine departments.

Will Enter New States

The Homeseekers Fire of Wheeling, W. Va., which recently increased its capital stock to \$200,000, is contemplating entering Pennsylvania, Virginia, Indiana, Illinois, Michigan and Wisconsin in the near future. It is now operating in West Virginia, Ohio, Maryland and Delaware.

Hugh B. Sproul, 56, capitalist, banker and business man of Staunton, Va., who dropped dead there last week, was formerly in the insurance business in Staunton, in partnership with William A. Burke, under the firm name of Burke & Sproul. He was a brother of W. W. Sproul, member of the present Staunton agency of Crowle & Sproul.

Whatever Your Life Insurance Needs

There is a JOHN HANCOCK POLICY to Fill Them

BE IT for personal or business protection, or for home and family, with settlement of the proceeds by lump sum or by instalment or income payments. Annuity contracts in various forms. Total Disability and Double Indemnity issued.

Special policies covering Partnership Agreements, Funds to guarantee a College Education, to provide Bequests, to cover Mortgages, Inheritance Taxes and Estate Shrinkage—thus **making certain the carrying out of almost any program involving Life or Money values.**

Group insurance has been issued since 1924. The Company now issues Wholesale and Salary Deduction insurance, to which was added in 1928 Group Accident and Sickness insurance, and Group Accident and Dismemberment insurance.

Investments are of high quality, carefully distributed as to farm and city mortgage loans, public utilities, government bonds and railway securities.

Dividend payments are at the highest scale in the Company's history. There has been a general reduction in annual cost to policyholders during the past seven years, while in the same period the Company has doubled its outstanding insurance and financial resources.

Surplus over all Liabilities, \$38,667,784
Reserves, \$447,834,175; Other Liabilities, \$9,669,748
Total Asset, \$496,171,707

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

DEVOTION

DEVOTION to lofty principles has been a controlling factor in the lives of great men and great institutions.

In the fire insurance business, devotion to the ideal of the strict fulfillment of obligations is desirable.

Local agents who adhere to principles of fair play and equal justice in handling loss adjustments and in their other relations to policyholders will find the Homestead Fire Insurance Company in complete harmony with this ideal.

WILFRED KURTH, Pres.

The Homestead
FIRE INSURANCE COMPANY



New York Office

59 Maiden Lane

SAFE FOR AGENTS — BEST FOR ASSURED

WESTCHESTER

FIRE INSURANCE COMPANY OF NEW YORK



AN
OLD and THOROUGHLY RELIABLE
COMPANY
ESTABLISHED 1837

WESTCHESTER

FIRE INSURANCE COMPANY OF NEW YORK

Western Department:
111 W. Jackson Boulevard
CHICAGO, ILL.

SAFE FOR AGENTS — BEST FOR ASSURED

**A Twister**

WHEN a man sees a "twister" like this coming down the pike, it's time for him to pack up and depart. But then it's too late to save anything but his skin.

Most of the people in your community give little thought to the windstorm danger unless there has been a recent storm in the vicinity. If you have warned your "neighbors" of the irresistible power of the wind and have provided them with the best possible insurance protection, you have done a good turn which may save them from financial ruin.

THE GEORGIA HOME INSURANCE CO.

WILFRED KURTH, Pres.

New York Office 59 Maiden Lane

**Cunneen Tells
of C. of C. Work**

(CONTINUED FROM PAGE 4)

program. About seven years ago the chamber inaugurated an inter-chamber fire waste contest in cooperation with the National Fire Waste Council. With more than 650 communities participating, this contest has grown to be the greatest thing of its kind. Due to the success of the fire waste contest, the chamber has recently announced a similar contest in the field of public health. In this contest the national chamber has the hearty cooperation of the American Public Health Association, the United States Public Health Service and the National Association of Life Underwriters, as well as other national organizations.

Ambitious Program

"Other items on the program of the insurance department include an endeavor to secure the admission of every state to the federal birth and death registration area by 1930 in order that we may have national records of all births and deaths, the enactment of federal legislation to bring about the coordination of the public health activities of the United States government, an endeavor to assist in the development of marine insurance in the United States through the enactment by the various states of the principles of the model marine insurance law of the District of Columbia, and an attempt to secure desirable uniformity in insurance supervisory and regulatory laws of the various states."

**Agents Urged to
Face Realities**

(CONTINUED FROM PAGE 4)

the American agency system local agents must write local business. He said that most of the members of the association which he represents are outspoken on that subject and that the general agents now possess the confidence of both the companies and the local agents. He said that general agents are able to obtain a more intimate knowledge of their particular field than the supervisors from the company home offices.

The possibilities that exist in connection with the maintenance of an accident and health department in the general writing agency were strongly brought out by Albert Dodge of Buffalo, president of the New York State Association of Local Agents, who led the discussion on that subject. Mr. Dodge reviewed the advantages to an agency in having such a department and also presented some valuable selling material, embodying sales plans that he himself has used with success.

Commissioner Livingston Speaks

Commissioner C. D. Livingston of Michigan spoke on "Cooperation with the State Department of Insurance." He pointed out that in Indiana, Michigan and Ohio the total premiums are five or six times greater than the amount of capital invested in the home companies. He said that for this reason the commissioners should pay more attention to the agents who produce this business than to the companies. The agents should assist the commissioner to bring about this close relationship by making an effort to get acquainted with the officials at the state insurance department.

President J. W. Rose of the New York state association told of his organization's plan of installment payment of premiums through the medium of the State Association Service, Inc.

Cole Gives Casualty Report

Edwin J. Cole, chairman of the casualty and surety committee, in his report emphasized that although casualty insurance already has exceeded fire insurance in premium volume, the future possibilities are so great that even in automobile liability cover alone, wide awake agents have an opportunity to col-

Reception Head**CHARLES E. FREESE**

Charles E. Freese, senior partner in the Freese Insurance Agency at Detroit and one of the live men of his city, is chairman of the reception committee of the Detroit local agents for the convention of the National Association of Insurance Agents in their city this week.

lect around \$300,000,000 in premiums. He said this did not take into account property damage, excess limits and collision cover on the estimated 12,000,000 automobiles not insured in this country.

The inter-chamber fire waste contest has been one of the most important factors in fighting fire loss, Joseph W. Stickney, chairman of the fire prevention and conservation committee, reported. He said 661 chambers of commerce are participating in this year's contest, but this is only a little more than half the 1243 chambers which are eligible to enter.

Officials' Daughter to Wed

Insurance Commissioner and Mrs. Charles D. Livingston of Michigan have issued invitations to the marriage of their daughter, Katherine, to Dr. Thayer Le Moigne Parry of Akron, O. The ceremony is to be solemnized at the Livingston home in Detroit, Sept. 21. Miss Livingston is a graduate of Cornell and is a young woman of rare talent. Dr. Parry is a successful physician, graduating from Western Reserve and the University of Michigan.

Forest Fires Under Control

WINNIPEG, Sept. 11.—Forest fires, which have been raging in the province of Manitoba for the past few weeks were all brought under control due to a heavy downpour of rain early in the week. The fires which were blazing in the mining districts are now subdued, and settlements which were seriously threatened before the downpour are now out of danger from fire. It is estimated that the havoc wrought by the flames sweeping over valuable timber lands, wiping out some small Indian settlements and trading posts, exceeds over \$500,000. In the northern part of Ontario, however, where no rain has fallen, flames are devouring valuable tracts of timber, and destroying pulpwood areas, about a dozen different fires being reported.

Heavy Loss at Waldo, B. C.

A disastrous fire took place at Waldo, B. C., which resulted in a loss of property estimated at approximately \$200,000. The fire is believed to have started from a spark from the burner of the Baker Lumber Company, which destroyed a large part of the company's plant. A store, office, boarding house, dance hall and 18 private residences were destroyed. The wind carried the fire one mile north, destroying a residence and other property.

Work Combined Under One Head

(CONTINUED FROM PAGE 3)

Haven and started in the home office of the Security of that city. He entered the service of the Royal at San Francisco in 1888 becoming the right hand man of Manager Rolla V. Watt of the coast department. He served as assistant manager. He was transferred to the management of the eastern department of the Royal in 1922 and was appointed general attorney in 1926.

Mr. O'Neill is a lawyer, having practiced law at Syracuse, N. Y. He was brought to the head office of the Royal Indemnity as its attorney in charge of the claim department. He is now president of the International Association of Casualty & Surety Underwriters. He is regarded as one of the most vigorous executives. Up to a few years ago he was a well known football coach, being familiarly known as "Buck" O'Neill in his football togs.

Duncan Reid Well Known

Mr. Reid, the well known president of the Globe Indemnity, is one of the successful casualty executives of the country, who has made a big success out of his institution. He is president of the Association of Casualty & Surety Executives and is very prominent in the organized activities in his line of insurance. He is a Canadian by birth. He started with the London Guarantee & Accident as inspector. He became superintendent of agents of the Ocean Accident when that company commenced casualty business in Canada in 1895. In 1900 he became executive superintendent of the Ocean in the United States. In 1911 he was appointed general manager of the Globe Indemnity and was elected president in 1919.

Warner Had Rapid Rise

Mr. Warner had a large part of his insurance education in England. He is a native of Liverpool. Mr. Warner is still a young man. He has risen rapidly in his profession. He was born in 1883. His entire business life has been connected with insurance. He started his career in that activity with the Central of Birmingham, Eng., when the company moved its home office to London he followed it. In 1904 he was transferred to Leeds and later went to Cardiff, South Wales branch. Then the Central amalgamated with the Liverpool & London & Globe in 1907 and Mr. Warner became manager for both companies at Cardiff. Five years later he was assigned to Birmingham as manager for the Liverpool & London & Globe in that city. Subsequently he was transferred to Manchester, Eng., as manager, the company's largest branch in the British islands.

Was Called to Liverpool

In 1921 he was appointed assistant secretary at the head office in Liverpool. In 1923 he was made assistant manager. Mr. Warner, while assistant manager, visited the United States on a number of occasions under the tutelage of his chief, Hugh Lewis, the general manager. He became acquainted with the business of his company on this side of the water. He was appointed United States manager in 1926.

Mr. Mackintosh's Career

William Mackintosh, who becomes assistant United States manager of the Royal and Liverpool & London & Globe fleet, is a Scotchman by birth, having been born June 15, 1879, in Aboyne. He was educated at Aberdeen. He entered the service of the Royal in 1896 and has spent his entire business career with the company. He was secretary of the Aberdeen office and then was transferred to the United States as secretary. He was appointed assistant manager in 1919 and in 1926 was appointed manager at New York.

"Profitable Advertising" Is "Ad" Convention Topic



HAROLD E. TAYLOR

The program for the convention of the Insurance Advertising Conference, to be held at Cleveland Oct. 6-9 will be built around the keynote, "More Profitable Advertising." Harold E. Taylor of the American of Newark, chairman of the publicity committee of the conference, commenting upon this says:

"Every advertising man realizes that only a small part of his produced work is what might be termed profitable. Every one is interested in making his advertising more effective. The Cleveland meeting will bring together the foremost insurance advertisers of the United States and Canada and the pooled experience, discussions and results of these members is bound to affect the status of present advertising methods and practices.

"Good speakers have been procured to talk 'shop' to the delegates. There will be no theoretical speakers—only those from whom the members may learn how to improve the use of color, paper, copy, inks, illustrations, headlines, type, borders, rules, ornaments, direct-mail, newspaper advertising and kindred subjects. The keynote, 'More Profitable Advertising,' seems to be well chosen and timely."

Klee-Rogers Wins Cup

Klee, Rogers, Loeb & Wolff won the championship in the Chicago insurance baseball league this week in the final game of the two-game championship series held in White Sox park Sunday by a score of 5 to 3. Klee-Rogers won the two games with ease from the Springfield Fire & Marine nine, the score of the first game being 10 to 3. Bernard Roos of Klee-Rogers managed the winning team. W. T. Jenkins of the Fireman's Fund, secretary of the league, and L. P. Warren, president, who is with Klee-Rogers, took a prominent part in managing the series.

Seek to Cover Outsiders

Congress has been memorialized by the Wisconsin legislature with a request that a bill be passed to require all motor vehicles operated across state lines into states having compulsory auto liability legislation to be covered by liability for injuries to persons. The resolution has been referred to the senate judiciary committee.

Extending Marine Activities

The Germanic Fire of New York is now extending its marine insurance connections. Harry A. Grant, vice-president, and R. A. Fulton, United States marine manager, were in Chicago this week arranging for a connection in that city.

THE SERVICE THAT SATISFIES

W. W. VINCENT & CO. INSURANCE

175 W. Jackson Blvd.
CHICAGO

111 John Street
NEW YORK

Re-Insurance Corporation of America

Treaty and Facultative Fire Reinsurance

Total Assets Jan. 1st, 1929, \$2,154,292.71

Horace R. Wemple, President
60 John St., New York
FACULTATIVE OFFICES

CHICAGO OFFICE ATLANTA OFFICE SAN FRANCISCO OFFICE
172 W. Jackson Blvd. Hurt Bldg. 114 Sansome Street

AMERICAN ALLIANCE INSURANCE COMPANY NEW YORK

STATEMENT JANUARY 1, 1929

CAPITAL
\$2,000,000.00
RESERVE FOR ALL OTHER LIABILITIES
2,166,878.04
NET SURPLUS
5,032,914.66
ASSETS
9,199,792.70
SURPLUS FOR THE PROTECTION OF POLICY HOLDERS
\$7,032,914.66
LOSSES PAID POLICY HOLDERS
\$12,370,008.08

WESTERN DEPARTMENT
C. R. STREET, Vice-President
310 South Michigan Avenue, Chicago, Ill.

HARRY R. BUSH
President

B. C. VITT
Superintendent of Agencies

CLYDE A. HOLT
Secretary



Capital
\$500,000.00

Incorporated
1906

Surplus to Policyholders **\$1,291,394.21**

Is prepared to furnish insurance as follows:

Fire; Lightning; Tornado; Automobile Fire, Theft, Collision, and Property Damage; Automobile Dealers Policies; Rents and Rental Values; Profits and Commissions; Use and Occupancy; Hail and Rain Insurance.

Texas Commission Dispute Injunction Is Modified

MUST USE FIRST AFFIDAVIT

Judge Refuses to Interpret Statute
Regarding Penalties and Forfeitures
in Case Suit Fails

AUSTIN, TEX., Sept. 11.—Modification of the order of injunction granted on application of the Gulf, Utility and Commercial Standard, restraining the state board of insurance commissioners from interfering with agents of these companies pending trial of suits brought by them attacking validity of the board's order fixing fire insurance agents' commission not to exceed 20 percent, has been made by District Judge Moore on motion of counsel for the board.

The modification order, which is in immediate effect, changes the original order in only one instance. It provides that the board is enjoined during pendency of the suits from requiring the plaintiff companies to furnish any affidavit in seeking to have agents licensed, except the first affidavit promulgated by the board on July 8.

Requires Statement from Company

This affidavit requires that the plaintiff companies shall submit with applications for agents' license a statement that they have not made and will not make a contract with the agent, whose license is sought, providing for commissions in excess of those fixed by the insurance board on April 29.

Wright Morrow of Houston, counsel for the board, asked Judge Moore about the penalties and forfeitures of licenses pending termination of the suits. Judge Moore answered that that question will not be passed upon until trial of the cases, but he stated that the responsibility of taking the risk lies with the companies and agents in the interpretation they place upon the statute providing for penalties and forfeitures. He, however, specifically announced that he would not at this time give an interpretation of the statute.

WANT TO BUY

Insurance Agency and Savings & Loan Association with a total annual income of \$7,000 to \$15,000 in a town of 25,000 to 50,000 population in one of the following states: Michigan, Wisconsin, Illinois, Iowa or Missouri. Address N-39, care The National Underwriter.

Philadelphia Situation Far From Being Settled

SUBURBAN RENEWAL UP

E. U. A. Meets This Week—Expect
Agents to Stand Firm for Adoption
of Amendments

PHILADELPHIA, Sept. 11.—With the Eastern Underwriters Association meeting in New York this week to discuss, among other things, the Philadelphia situation, it is interesting to note that the opinion current among Philadelphia agents is that the situation is as far from being settled as ever.

It is expected that the Philadelphia agents will stand firm for the adoption of the amendments and to all offers made by the companies will ask "Where are our amendments?"

Although the Philadelphia Association of Fire Underwriters did not reject the amendments to the by-laws, it did, at the special meeting this summer, table all action on them pursuant to the call of another meeting at the discretion of the chairman.

The agents contend that the companies prevented action on the amendments at the last session. They also declare that the amendments will put teeth into the by-laws of the board and will enable Philadelphia to be placed on a high ethical standard with all violations meeting with stiff penalties.

As far as can be gathered, the only point at issue lies in the amendment which defines a solicitor. According to the agents there are many solicitors in Philadelphia who are really not solicitors.

Another problem has cropped up for the two companies to solve in form of the Philadelphia Suburban Association, which is seeking a new agency agreement. The situation does not appear to be one that will prove difficult for the companies to solve. The old agreement was renewed until Sept. 1 and has since been renewed "temporarily." The point at issue, according to Alvin Beyer, chairman of the Philadelphia Suburban Association, is the 35 percent commission on dwellings paid in Philadelphia as compared with 30 percent paid in the suburban territory. According to Mr. Beyer, many suburban agents have Philadelphia offices and are receiving the 35 percent commission on dwellings whereas the 100 percent suburban agent is getting only 30 percent. Suburban agents ask 35 percent on dwellings.

MARSH & McLENNAN

Insurance

FIRE

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INSURANCE STOCK QUOTATIONS

(Furnished by Charles Sincere & Co., 231 South La Salle Street, Chicago)

	Par	Bid	Asked	Div. per Share		Par	Bid	Asked	Div. per Share
Aetna Cas. (Old)	100	...	2040	\$12.00	Stock				
Aetna Cas. (New)	10	204	Hanover	10	80	82	10%
Aetna Fire	100	790	Harmonia	10	44	45	1.40
Aetna Life (Old)	100	1385	1400	12.00	Hartford	100	1070	1080	20.00
Aetna Life (New)	10	139	142	...	Hartford St. Bldg.	100	790	810	*16.00
Agricultural	25	260	...	*4.00	Home	100	655	665	20.00
Amer. Alliance	10	41	43	1.60	Home Fire Secur.	10	46	49	...
Amer. Auto.	10	77	...	2.00	Homestead	10	34	36	1.00
Amer. Equit.	5	59	61	1.50	Import. & Exp.	25	98	103	4.00
American, N. J.	5	25 1/2	26 1/2	1.00	Independ. Indem.	10	27	29	.50
Amer. Reserve	10	80	85	4.00	Independence	10	19	21	.6%
Automobile	100	575	585	8.00	Ins. of N. Amer.	10	85 1/2	86 1/2	*2.00
Baltimore Amer.	5	53 1/2	54 1/2	*.60	Insurance Secur.	10	31	32	1.4%
Bankers & Ship.	25	125	145	5.00	Lincoln Fire	20	92	96	4.50
Boston	100	1030	1070	16%	Lloyds Cas.	10	34	37 1/2	*.60
Bronx	100	126	125	...	Maryland Cas.	25	130	132	*4.50
Brooklyn	5	30	32	...	Metropolitan F.	10	13	16	1.00
Buffalo	100	425	...	14.00	Mohawk Fire	25	59	65	...
Camden	5	34	35	.80	National Cas.	10	32	34	1.20
Carolina	10	43	45	1.40	National Fire	10	92	94	2.00
Central West Cas.	50	55	65	4%	National Lib.	5	30	31	*.50
Chicago F. & M.	10	34	36	...	National Union	100	280	290	12.00
City of N. Y.	100	760	785	16.00	New Amster. Cas.	10	51	52	2.00
Commonwealth	100	700	...	20.00	New Brunswick	10	41	43	1.20
Continental Cas.	10	51 1/2	53	1.60	Northern	25	150	160	3.75
Continental	10	102	104	2.00	Occidental	10	22	23	...
Detroit Fld. & S.	50	50	54	4.00	Peoples National	5	36	37	*.50
Detroit Natl.	25	20	23	4%	Phoenix	100	1060	1075	20.00
Employers Reins.	10	31	34	1.50	Preferred Accl.	100	600	625	12.00
Fidelity & Dep.	50	235	240	*9.00	President F. & M.	25	58
Fidelity Phenix	10	115 1/2	116 1/2	2.00	Prov. Wash.	100	1060	1080	20.00
Fireman's Fund	25	112	115	5.00	Reliance	10	20	21	1.20
Firemen's	10	39 1/2	40 1/2	2.20	St. Paul F. & M.	25	237	241	5.00
Franklin	25	238	241	8.00	Security	10	125	130	3.00
Georgia Cas.	5	18	22	...	Southern Surety	10	35 1/2	36 1/2	1.60
Glens Falls	10	66	68	*1.60	Springfld. F. & M.	25	230	235	4.00
Globe & Rutgers	100	1570	1590	...	Stuyvesant	100	450	...	6.00
Grt. Amer. Indem.	10	50	55	...	Travelers (Ex.Rt.)	100	1835	1855	*16.00
Grt. American	10	46	47	1.60	U. S. F. & G.	10	65 1/2	66 1/2	2.00
Great Lakes	10	11	...	1.00	U. S. Fire	10	110	112	2.40
Halifax	10	44	45	1.00	Westchester	10	81	83	*2.00

municipalities throughout Saskatchewan, what is termed the crop rate will be only half of what it was in 1928.

Branch Out in Indiana

The American Union Automobile of Chicago, recently licensed in Indiana, has signed a contract with Gayle Cooper of Kokomo, Ind., to represent the company in the state. Offices will be opened immediately with state headquarters at Kokomo.

Club Entertains Patrol Superintendent

SAN FRANCISCO, Sept. 11.—The National Automobile Club played host to "Gene" Biscailuz, recently appointed superintendent of California's newly organized state highway patrol, at a luncheon here which was attended by leading city and state officials, together with officials of the club and outstanding insurance men. A. T. Bailey, Pacific Coast manager of the North British and vice-president of the club, acted as toastmaster.

Most big jobs are held by men past fifty.

A Hotel of Character

The character of a hotel is indicated by the class of people to whom it caters. When leaders in the business and professional worlds visit Cleveland, their friends seldom ask in what hotel they may be found. It is expected that they will make The Hollenden their home when in Cleveland.

There is an atmosphere of home-like comfort, efficient, yet unobtrusive service, and a charm of surroundings which makes the guest feel thoroughly at home.

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In Cleveland It's
THE HOLLENDEN

Convention Dates

- Sept. 10-13—National Association of Insurance Agents, Detroit.
- Sept. 17-19—Insurance Commissioners Convention, Toronto.
- Sept. 19—New Jersey Agents, Jersey City.
- Sept. 23-25—Western Union, Old Point Comfort, Va.
- Sept. 24-26—Blue Goose Grand Nest, San Francisco, Cal.
- Sept. 25—Vermont Agents, Rutland.
- Sept. 30-Oct. 5—National Safety Congress, Chicago.
- Oct. 1—Kansas Bureau Field Men, Topeka.
- Oct. 1-3—Casualty Conventions, White Sulphur Springs.
- Oct. 1-3—Western Insurance Bureau, Briar Cliff, N. Y.
- Oct. 6-8—Insurance Advertising Conference, Cleveland.
- Oct. 8—Missouri Insurance Day, Jefferson City.
- Oct. 9—Missouri Agents, Jefferson City.
- Oct. 10—Illinois Agents, Rock Island.
- Oct. 10-11—Indiana Agents, Muncie.
- Oct. 15-16—Oklahoma Agents, Tulsa.
- Oct. 16-17—Minnesota Agents, Albert Lea.
- Oct. 17-18—Kansas Agents, Dodge City.
- Oct. 23—Massachusetts Agents, Boston.
- Oct. 23—New Hampshire Agents, Manchester.
- Oct. 25—Nebraska Insurance Day, Lincoln.
- Oct. 29—Wisconsin Agents, Milwaukee.
- Oct. 30—Wisconsin Insurance Day, Milwaukee.
- Oct. 31-Nov. 1—Tennessee Agents, Nashville.
- Nov. 7-9—California Agents, Oakland.
- Nov. 12-14—Industrial Insurers Conference, Mobile, Ala.
- May 12, 1930—National Fire Protection Association, Atlantic City.

Hail Association's New Dividend Plan

REGINA, Sept. 11.—At a meeting of Saskatchewan Municipal Hall, Ltd., a subsidiary of the Saskatchewan Municipal Hail Association, the directorate decided to pay a patronage dividend of 15 percent on all paid-up premiums to policyholders. This was made possible by the exceptional low loss experienced this season. Officials of the company believe that such a dividend is unique in the hail insurance business, though it is a common proceeding in the life insurance field. The average hail insurance rate to be levied by the Saskatchewan Municipal Hail Insurance Association this year will be a trifle over 3 percent, the lowest ever fixed by the association. It is estimated that in the majority of

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Liabilities, \$5,700,632.72

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Sprinkler Leakage, Use and Occupancy,
Explosion, Riot and Civil Commotion

J. H. VREELAND, Manager

J. H. McCORMICK, Secretary

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National Local Agents' Week

THIS is the week when men in the fire insurance business pay especial homage to the NATIONAL ASSOCIATION OF INSURANCE AGENTS, which is holding its annual convention in Detroit. This organization has been unusually active during the year. It is the medium through which agency expression is given. The NATIONAL ASSOCIATION OF INSURANCE AGENTS has had at the helm very fortunately men of superior ability and wide vision. In attempting to defend the rights of agents they have been broadminded in their attitude. They have never been dictatorial nor arrogant. The

utmost patience has been displayed as very critical.

Gathered together in Detroit this week will be the flower of the local agency business. It will be a representative assembly. Agents from all parts of the country will come together to discuss the vital issues in their business. The NATIONAL ASSOCIATION OF INSURANCE AGENTS is needed not only as a defensive organization but a constructive one that will blaze the way toward proper practices and establish correct relationships with companies. It stands for "conference, cooperation and conciliation."

Educational Work in Insurance

The LOUISVILLE BOARD announces that it has arranged to start classes to give instruction to solicitors, the younger members of agencies and any others who may be interested in improving knowledge of their work. Educational facilities for insurance men are constantly growing. Those who have watched the field undoubtedly have observed the need for greater mastery of the business. The LOUISVILLE BOARD, therefore, in offering facilities to those who desire to learn more about insurance is taking a forward step.

THE NATIONAL UNDERWRITER itself, recognizing the need for educational development, established courses of instruction in fire and casualty insurance and surety underwriting. These courses and the

accompanying educational matter in the way of bulletins and enlightening material have done much to prepare men and women to be more efficient in their work. Everyone recognizes a master in his guild. The man who knows his work and is able to apply its principles intelligently through practice is the one who attracts attention and gains the confidence of the premium paying public. These educational facilities are not intended to make men actuarially minded or mere theorists but they are put before those in the business that they may be better prepared to understand the principles and practices of insurance themselves so that they can better serve their assureds. The agent that succeeds is the one who can meet his clients' needs.

Go Where Business Exists

THE place to get business is where business exists. Competition always means more business. If there were only one man or a few men selling insurance in a community people would not become educated to the value of insurance. The more agents there are in the field who are working intelligently and giving good service the more business there is to be had. The other day a man was in a small city and noticed a haberdasher store directly adjoining a chain store. The purchaser remarked that it was strange that the independent store

should seek a location next to a chain store. The storekeeper stated however that he sought his location because he wanted to be where customers traded. He stated that the chain store proprietor did not know he existed but at the same time the independent man was catching a number of customers owing to the artistic display of his goods, his personal service and his genial good nature. The alert, intelligent insurance men create business for others as well as themselves. Competition from the angle is to be welcomed.

PERSONAL SIDE OF BUSINESS

Having by research carried on in his spare hours earned international reputation as a student of Aztec writings, Benjamin L. Whorf of Wethersfield, Conn., a special agent for the Hartford Fire, sets forth on a fascinating quest within a few months. He has been awarded a grant in aid to make anthropological and linguistic researches by the Social Science Research Council of New York. The Pueblo villages of central Mexico will be his goal and the secrets of the ancient Aztec civilization, recorded in the Aztec language, are what he hopes to find. The Hartford Fire has given him a leave of absence. Mr. Whorf, who is only 32 years old, may also carry commissions from Tulane University, New Orleans, and from Harvard.

F. R. Bigelow, president of the St. Paul Fire & Marine, is expected home soon from a month's vacation in Alaska and on the Pacific Coast.

C. L. Lucas of Madrid, Ia., has just received from the First American Fire, which absorbed the Farmers of Iowa in 1925, a "long service" gold watch fob, the official decoration of the company's "Old Guard" in recognition of his connection with the company for the past 32 years. The badge of service was accompanied by a letter from Paul L. Haid, president of the First American, who expressed his appreciation of Mr. Lucas' record of loyal and faithful service.

W. D. Reed, vice-president of the Northwestern National of Milwaukee, with Mrs. Reed and their daughter, Mrs. John Ferris, left Milwaukee Saturday for a two weeks' journey through the Grand Canyon region. They will visit Salt Lake City, Bryce Canyon and the Grand Canyon.

Edward L. Kelley, secretary of the Fire Association fleet, has returned from abroad after a month's tour in England and Scotland.

John A. Hoover, Ohio state agent of the London & Lancashire, died at his home in Dayton, O., Saturday and was buried Tuesday. Mr. Hoover was 70 years old and had been a resident of Dayton 50 years. He had been ill two years.

Mr. Hoover was one of the best known field men in Ohio but has not traveled much the past two years. About two years ago he went to the hospital for an operation and more recently found it necessary to submit to a second operation. Before joining the forces of the London & Lancashire, Mr. Hoover was a clerk in the old Ohio Insurance Company of Dayton and then for a time was on the road for the Miami Valley. The funeral took place Tuesday afternoon from his home in Dayton.

J. S. Frelinghuysen, president of the Stuyvesant and affiliated companies, arrived home from a six weeks' European trip last Friday.

William M. Shaw, who goes to Hartford, Conn., this week as general adjuster of the Phoenix after having been state agent in Indiana for about 25 years, was given a farewell dinner at Indianapolis by a large number of field men. O. E. Green, special agent of the Providence Washington, presided as toastmaster and was particularly happy in his introductions of a number of those present who made informal talks, chiefly of a reminiscent nature. Mr. Shaw has been very popular with field men and local agents in Indiana because of the fine standard of square dealing and friendly consideration of others which has characterized his work for the quarter of a century he has traveled the state. He succeeded John Serff as state agent, going into the field from the western department of the company, then located

in Cincinnati, where he got his preliminary training. He served as Mr. Serff's assistant for a number of years. Two of the speakers were retired state agents, Robert McHatton of the New York Underwriters and Louis H. Wolff of the Aetna. Other speakers were E. R. Sellers, manager of the Indiana Inspection Bureau; James A. Bawden, Indiana state agent of the American of Newark; Irving Williams, editor of "Rough Notes;" C. D. Lasher, state agent of the Home, and D. P. Barrett, state agent of the Niagara. Mr. Barrett closed his remarks by presenting Mr. Shaw with a handsome Gladstone bag, fully equipped with traveling appurtenances. Mr. Shaw responded feelingly with a few words of appreciation, paying tribute to the friendships he had made and the courtesies that had been extended him in the course of his duties.

Paul B. Haskell, 54 years of age, state agent in Kentucky for the National Union Fire, died Sunday evening at his home in Louisville following a long illness. Mr. Haskell had undergone several operations, and almost completely lost his eyesight at one time.

Mr. Haskell was a native of Ashland, Ky., and was an attorney prior to becoming state agent for the company about 12 years ago, when he succeeded his brother, Harry A. Haskell, in the position. The latter is now an adjuster at Ashland, Ky.

Vice-president George A. French of the New Hampshire Fire recently celebrated his 40th anniversary in service with the company. He started in the home office as a junior clerk in 1889. When he began his career with the New Hampshire the office force consisted of 12 people. There were 400 agents and four special agents. In 1904 Mr. French was appointed special agent for eastern Pennsylvania and Maryland. In 1914 he was called to the home office as assistant secretary, being made secretary in 1920 and last year was elected vice-president. He is a son of the late John C. French, founder of the New Hampshire Fire. He was thus born in insurance. He is one of the wheel horses at the home office and has had a wide experience.

Robert T. DuBose, a local agent at Athens, Ga., and head of the firm of DuBose & DuBose, died at the age of 70 at his home last week. He served in the Georgia house of representatives and also in the senate.

Justis R. Hoadley of Rutland, Vt., an agent well known throughout the state, representing for some 30 years the Fireman's Fund, and secretary of the New England Fire of Rutland from 1881 and its successor, the State Mutual Fire of Rutland, since 1898, rounded out 50 years in the insurance business Sept. 8. Many of Mr. Hoadley's friends took advantage of the anniversary to send cordial greetings to the Rutland agent.

James M. Watt of the western department of the Hartford Fire at Chicago has rounded out 50 years of continuous service with that company. He has never been with any other office. After leaving school in the summer of 1879 he took employment with the Hartford Fire, under General Agent George F. Bissell. On Aug. 30 Hartford Fire veterans of 20 or more years service surprised Mr. Watt with a dinner. Before the occasion Mr. Watt was called on the lineum when General Agent A. G. Dugan presented him with a beautiful watch and chain, a gift from his fellow workers. At the dinner table he was faced with another honor, when Assistant General Agent W. C. Boorn decorated him with the company's 50-year gold service medal, awarded by the officers and directors.

GONE!



Owners of valuable jewelry should be protected by a jewelry floater. The "America Fore" Companies now write All Risks insurance on jewelry and furs.

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FIRE INSURANCE NEWS BY STATES

OHIO AND WEST VIRGINIA

AROUSED OVER APPOINTMENT

Licensing of Z. & R. Insurance Agency Corporation at Columbus Creates Much Comment Among Agents

COLUMBUS, O., Sept. 11.—The local agents are very much exercised here over the entrance of the Z. & R. Insurance Agency Corporation in the local agency field. The Z. & R. Mortgage Company and Zinn & Robbins are prominent loan and mortgage concerns. They represent the Prudential Life in handling its loans in this section. The connection with the Prudential gives the Z. & R. Insurance Agency Corporation a strangle hold on insurance on property where loans are made for this life company. The Insurance Society of Columbus protested against the licensing of the Z. & R. Insurance Agency Corporation on the ground that it was not a regular insurance office and could not qualify under the standard for Ohio agents. A hearing was held before the insurance department and considerable political influence was brought in both directions. However, licenses were issued to the agency representing the Firemen's and United States Fire, O. K. West, formerly of the Case & West agency, has been appointed insurance manager. The local agents realize that all the insurance where the Prudential controls the loan now go to the new agency.

It is stated that the agency has secured the Brooklyn Fire, American Equitable and New York Indemnity, and possibly other companies.

INJUNCTION NOW PERMANENT

West Virginia Commissioner Restrained from Interfering with Local Agency Contracts

Judge McClintic of Charleston, W. Va., has granted a permanent injunction against the state insurance commissioner prohibiting him from interfering with local agency contracts. When the companies in the West Virginia Uniformity Association undertook to bring about separation by paying agents representing only association companies 20 percent flat commission, the former insurance commissioner secured a state court injunction restraining the companies from carrying out this contract. Then the companies offered a new contract to West Virginia agents but the separation feature remained.

It was understood that the new commissioner might attempt to upset the plans of the companies and hence a temporary federal injunction was secured, restraining Commissioner Lawson from interfering with their contracts. Commissioner Lawson made no attempt to have this injunction dissolved and the court has now made it permanent.

Field Men as Flower Judges

When G. H. Allen, state agent of the Star, and Robert W. Nelson, special agent of the Franklin Fire, were in Toledo they were pressed into service as judges of one of the classes at the Toledo Horticultural Society's annual flower show. Charles G. Smith, who is connected with the Barker, Frost & Chapman Co. of Toledo, is general chairman of this show. These field men acquitted themselves with much honor and showed their versatility, not only as insurance men but as judges of beautiful flowers and artistic arrangements.

OHIO BLUE GOOSE ELECTS

William F. Castle Named Most Loyal Gander at Cincinnati Meeting—Fred Ransom Speaks

CINCINNATI, Sept. 11.—Twelve goslings were initiated at the annual meeting of the Ohio Blue Goose in Cincinnati Monday night. The initiation was conducted by W. C. Howe, William Rardin and Eugene Gallagher. Fred Ransom of Chicago told about the grand nest meeting in San Francisco. Mr. Ransom is a former Ohio state agent as is H. T. Boning of Milwaukee, who also talked. Most Loyal Gander Howe in his annual report said the Ohio pond now ranks fourth in membership. Earl Reid, chairman of the insurance committee, said that 40 percent of the Ohio members have taken out group insurance policies. He said a committee of 10 will be appointed to promote the selling of group policies. He urged the younger men to take out insurance. The pond decided to hold its annual meeting in June and have its official year end on June 30.

The officers elected for next year are as follows: William F. Castle, Concordia, most loyal gander; Bernard Flood, supervisor; B. O. Evans, custodian; J. H. Burlingame, guardian; Martin Vold, Jr., keeper; William Rardin, welder; delegates to the grand nest are William C. Howe and C. G. McCray.

The annual splash of the pond was held at Colonel Cody's farm near Erlanger, Ky., Tuesday. The sport program was featured by a long distance eating championship contest, boxing gloves and pitching quoits. The Cincinnati puddle baseball team also played the Peerless Ohio pond team.

JUSTICE MADE SECRETARY OF WEST VIRGINIA AGENTS

Harlan Justice of the agency of Justice & Calley, Huntington, W. Va., has been appointed secretary of the West Virginia Association of Insurance Agents. C. Irving Thornburg, who has been secretary for a number of years, was elected president at the annual meeting. Mr. Justice went into insurance after leaving the University of West Virginia, entering the agency of Young, Justice & Justice at Huntington. The new secretary is attending the National association meeting at Detroit this week, accompanied by former President A. J. Kincaid and President Thornburg.

Water Damage Covered

COLUMBUS, O., Sept. 11.—The Ohio supreme court, in a decision recently handed down, holds that a salesman's floater policy insuring a trunk of samples carried by a salesman while in transit or in hotels, covers loss by water damage where the trunk was taken from a railroad to a hotel and was in the basement of the hotel awaiting delivery to the salesman's rooms.

Revokes Foreign Broker's License

COLUMBUS, O., Sept. 11.—Superintendent Younger, following a hearing in his office, revoked the foreign insurance broker's license held by Edward L. Miller, a member of a brokerage firm in Chicago. It was charged that the firm, through Mr. Miller, had been writing insurance on jewelry belonging to citizens of Toledo under his foreign broker's license. The law provides, as Judge Younger pointed out in deciding the case, that a foreign broker must be

a non-resident of the state and is authorized to write insurance only for non-residents of Ohio on Ohio property. The testimony showed Mr. Miller had been writing insurance for citizens of Ohio on Ohio property.

Plan Inspection of Toledo

William C. Howe, president of the Ohio Fire Prevention Association, announced this week that an inspection will be held at Toledo Oct. 8-10. Two hundred men will be needed to make the inspection. R. E. Verner of Chicago will speak at the chamber of commerce luncheon Oct. 10. Efforts have been made to get Harry K. Rogers, the fire clown, to take part, but without success because of his other appointments. The committee assisting Mr. Howe is com-

posed of W. J. Gilsdorf, Columbus, and L. E. Kietzman, Toledo.

Ohio Notes

Fire destroyed the stockroom of the Carbon Products Company at Lancaster, O., with a loss of \$50,000.

C. D. Palmer of the Frank E. Kirkpatrick Insurance Agency, Columbus, O., gave a talk on fire insurance a few days ago before the Cooperative Club of that city.

Ohio officials are investigating several fires in the vicinity of Ada, which are believed to have been caused by a firebug. The O. M. Abt Company, George Stambaugh and the Ada Produce Company are among the losers in the fires.

CENTRAL WESTERN STATES

HANSEN WILL BE BIG FACTOR

Newly Appointed Assistant Director in Illinois Will Assume Many Insurance Department Responsibilities

Harry Hansen, who has been appointed assistant director of trade and commerce in Illinois, is expected to assume many of the insurance department responsibilities that have been laid upon Director Leo H. Lowe. Mr. Hansen served as executive clerk in the secretary of state's office during the entire time that L. L. Emmerson, now governor of Illinois, was secretary. Mr. Hansen will have his desk in the state insurance department office and last week was introduced to the office staff and attaches by Insurance Superintendent George Huskinson. It is understood that Mr. Hansen will be in direct touch all the time with the state insurance department, thus giving Mr. Lowe more time to look after the general affairs of his office. Mr. Hansen is scheduled to be at the meeting of the National Convention of Insurance Commissioners at Toronto next week. Director Lowe, Superintendent Huskinson, Actuary T. Loyal Anderson and Special Counsel C. J. Doyle are also registered for attendance at the convention.

Extend Rural Fire Prevention Work

LANSING, MICH., Sept. 11.—Fire prevention week activities will be extended to a greater extent into rural territory throughout Michigan this year, it was announced this week by Charles V. Lane, assistant state fire marshal. Through the cooperation of the department of public instruction and the association of mutual companies, the fire marshal's office has arranged to distribute 50,000 home inspection blanks among rural school children and it is hoped secure the full cooperation of the farm population in a campaign to eliminate to as great an extent as possible hazards existing in farm residences and barns.

Huntington Agents Elect

At the meeting of the Huntington County (Ind.) Association of Insurance Agents, the following officers were re-elected: President, Eugene F. Zahm, Allen Insurance Agency; vice-president, Roy H. Bucher, W. A. Bucher & Sons; secretary-treasurer, Louis A. Hohe, Ehinger & Hohe Insurance Agency; executive committee, C. H. Kirschoff, E. J. Ehinger, Roy H. Bucher and H. E. Rosebrough.

Michigan Field Meeting

The Union Field Club of Michigan gave a luncheon Monday in Detroit at which A. F. Powrie, manager of the Fire Association, and Walter Sawyer, superintendent of agents of the Fireman's Fund, were guests of honor. H. L. Bogue, manager of the Michigan Audit Bureau, was present. An explanation of the new use and occupancy form was given by Henry T. Lindholm of the Western Actuarial Bureau, Chicago.

LEGREID EXPLAINS ARSON LAW

Illinois Fire Marshal Tells How New Statute Plugs Loop Holes in Old Measure

JOLIET, ILL., Sept. 11.—Illinois' new arson law was explained here by S. L. Legreid, Illinois state fire marshal, at the Illinois Firemen's Association meeting. The new law makes it possible to prosecute the one who "aids, counsels or procures" the burning. Under the old law it was necessary to connect a person directly with starting the fire before he could be convicted. This made it almost impossible to mete out punishment in the ordinary business fire because the owner of the property always was able to prove that he was elsewhere at the time of the burning. In other words, the principal in the crime was the person who touched the match and if the actual fire bug was unknown there was no chance of conviction.

The new law provides that contributing to the burning or distributing combustible material in an attempt to maliciously set fire to any building or property is a crime. Another weakness in the old law which has been rectified, Mr. Legreid said, is that there was no provision for convicting a person caught in the act of making ready for a touch-off. He said that advance information was often received and the fire could be prevented but if it was prevented no conviction was possible. Another weakness in the old law was that it was not arson to fire one's own building. The building had to be the property of another person. This made it possible for many culprits to evade the law and destroy property in order to spite creditors and mortgagors. Generally speaking, Mr. Legreid said, the new law is a careful rewriting of the old statute so as to cover properly all the crimes and attempted crimes of wilful burning and to make the punishment fit the crime in each case.

GOOD PROGRAM IS ARRANGED

Illinois Association to Have Strong Aggregation of Talent for Its Annual Meeting at Rock Island

The officers of the Illinois Association of Insurance Agents are preparing a splendid program for the annual meeting at Rock Island, Oct. 10. William Quaid, executive vice-president of the Southern Fire of New York, will be one of the chief speakers. Mr. Quaid is always interesting and is one of the profound thinkers in the business. Clyde B. Smith of Lansing, Mich., who undoubtedly will be elected this week president of the National Association of Insurance Agents, will be present to

LOYAL TO PRINCIPLE—TO LOYAL AGENTS, LOYAL

NEAL BASSETT, President

A. H. HASSINGER, Vice President

JOHN KAY, Vice President

WELLS T. BASSETT, Vice President

JANUARY 1ST, 1929, STATEMENTS

ORGANIZED 1855 FIREMEN'S INSURANCE COMPANY OF NEWARK, NEW JERSEY

ASSETS	LIABILITIES	CAPITAL	NET SURPLUS	SURPLUS POLICYHOLDERS
\$56,065,676	\$19,562,550	\$13,500,000	\$23,003,126	\$36,503,126

ORGANIZED 1853 THE GIRARD F. & M. INSURANCE COMPANY OF PHILADELPHIA, PA.

\$6,036,606	\$2,834,468	\$1,000,000.00	\$2,202,138	\$3,202,138
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ORGANIZED 1854 MECHANICS INSURANCE CO. OF PHILADELPHIA, PA.

\$4,881,357	\$2,770,413	\$600,000.00	\$1,510,944	\$2,110,944
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ORGANIZED 1866 NATIONAL-BEN FRANKLIN FIRE INS. CO. OF PITTSBURGH, PA.

\$5,021,040	\$2,502,744	\$1,000,000.00	\$1,518,297	\$2,518,297
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ORGANIZED 1871 SUPERIOR FIRE INSURANCE CO. OF PITTSBURGH, PA.

\$4,837,240	\$2,492,229	\$1,000,000.00	\$1,345,011	\$2,345,011
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ORGANIZED 1870 CONCORDIA FIRE INSURANCE CO. OF MILWAUKEE, WIS.

\$5,359,805	\$2,486,092	\$1,000,000.00	\$1,873,712	\$2,873,712
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ORGANIZED 1886 CAPITAL FIRE INSURANCE CO. OF CONCORD, N. H.

\$666,599	\$196	\$300,000.00	\$366,403	\$666,403
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TOTAL OF ASSETS
\$82,868,323.00

TOTAL OF LIABILITIES
\$32,648,692.00

TOTAL NET PREMIUMS
\$23,808,303.00

WESTERN DEPARTMENT

844 Rush Street
Chicago, Illinois

H. A. CLARK, Manager

Assistant Managers

H. R. M. SMITH

JAMES SMITH FRED. W. SULLIVAN

EASTERN DEPARTMENT

10 Park Place
NEWARK, NEW JERSEY

CANADIAN DEPARTMENT

461-467 Bay Street
TORONTO, CANADA

MASSIE & RENWICK, Limited,
Managers

PACIFIC DEPARTMENT

60 Sansome Street
San Francisco, California

W. W. & E. G. POTTER,

Managers

JOHN R. COONEY, Assistant Manager

LOYAL TO PRINCIPLE—TO LOYAL AGENTS, LOYAL

represent that organization. This will probably be Mr. Smith's first appearance on the platform at an agents' meeting after his election.

C. S. S. Miller, publicity director of the North British & Mercantile from New York, will be on hand with one of his snappy and scintillating talks. Eugene Walsh, well known agent at Davenport, who is always a magnetic speaker, is in Europe but will return about Sept. 25. He has been invited and undoubtedly will be present and speak. Leo H. Lowe, director of trade and commerce, of Illinois, expects to be on hand. H. H. Cleveland, Rock Island local agent, who is director of public works in Illinois, undoubtedly will be present and give a talk. Gen. Frank S. Dickson of the National Board, former adjutant general of Illinois, will be present and give an address.

R. S. Troxell of Springfield is president of the Illinois association and will be in charge of the meeting.

GIRARDOT SUCCEEDS COLLOM

Appointed Western Adjustant Branch Manager at Peoria After Veteran Quits to Become Independent

The Western Adjustment announces appointment of Dave C. Girardot as manager of the Peoria branch, succeeding E. T. Collom, whose resignation has been accepted.

Mr. Girardot joined the Western Adjustment at Toledo and was transferred to Detroit in April, 1925, where he was a valuable member of the staff supervised by Manager John Hanson. Mr. Girardot is an experienced adjuster, having handled many complicated and difficult losses in recent years. He acquitted himself with distinction at St. Louis following the tornado of September, 1927. He will take charge of Peoria about Sept. 18 or 19. The other members of the Peoria branch are Messrs. Milne, Letts and Bittner.

Mr. Collom, who has been branch manager at Peoria for the Western Adjustment nine years, will reenter the independent adjusting business with offices in room 329 Peoria Life building. He started with the Western Adjustment 34 years ago in Chicago under Manager M. S. Woodward, who has been dead for about 29 years. Prior to 1921 Mr. Collom was for many years an independent adjuster, a member of the firm of Parsons & Collom at Peoria.

Forest Fire Fight Effective

LANSING, MICH., Sept. 11.—Michigan's organization for putting down forest fires proved itself last week when, with dozens of fires starting throughout the northern part of the state and with conditions considered the worst in a decade for a rapid spread of the flames, all of the fires were placed under control before a general rainfall came to ease the situation.

Although the fires burned over about 7,000 acres in the last few days of the drouth, according to conservation officials' estimates, this makes a total of only 17,000 acres burned over this season which, barring further losses, assures an all-time record for low losses in the Michigan woods.

The successful fight against the inroads of the fire demon in the north is impressing upon insurance men the growing possibility of underwriting standing timber against losses. Where an organization so efficient as that developed in Michigan exists, it is felt that the hazards are coming well under control and that eventually business of this sort may be safely undertaken.

McConnell to Grand Nest Meeting

INDIANAPOLIS, Sept. 11.—Lon D. McConnell, Indiana state agent of the farm department of the American of Newark, and past most loyal gander of the Indiana Blue Goose, will represent the Indiana pond at the grand nest meeting in San Francisco. He will be accompanied by his wife and daughter and will start from Indianapolis next Monday. Gus J. Daseke, the other delegate of the Indiana pond, decided not to take the

Peoria Manager



DAVE C. GIRARDOT
Takes New Post With Western Adjustment

time to attend the meeting, as he is just entering upon his duties as Indiana state agent of the Phoenix of Hartford, succeeding William M. Shaw, who has been transferred to Hartford as general adjuster. Mr. Daseke has been state agent of the Connecticut Fire for several years and will now have both companies.

Michigan Notes

Articles of incorporation have been filed for the Winkworth, Peters & Smith agency of Monroe, Mich., capitalized at \$5,000. Incorporators are Walter C. Peters, David E. Winkworth and H. Harry Smith, all of Monroe.

Investigation is probable into two fires within four days which have destroyed four large dairy barns owned by Sheriff Ira Wilson of Wayne county. Mr. Wilson's total loss is estimated at over \$45,000. He is inclined to attribute the fires to the vengeful activities of bootleggers against whom the sheriff's department has been particularly active recently.

Indiana Notes

D. J. O'Keeffe, Fort Wayne local agent, has been appointed vice-chairman of the Fort Wayne chamber of commerce fire prevention committee. Fire Chief Stahlhart is chairman of the committee.

Of all the fire inspections made in Fort Wayne, Ind., in August by the fire prevention bureau of the fire department, nearly 50 percent of the hazards were found to be defective. In each case of defective hazard the bureau ordered the proper corrections made and immediate follow-up inspections will be made in September to see that the orders are carried out.

Illinois Notes

L. P. Warren, Cook County special agent for the Westchester, will be the principal speaker at a fire prevention meeting under the auspices of the chamber of commerce of Harvey, Ill., Oct. 10.

The J. N. Bach lumber yard, Fairbury, Ill., was swept by a \$50,000 fire last week, destroying the entire west end section with the main office building. The loss is partly covered by insurance. Origin of the fire is not known.

More than half a century continuous service as secretary of a fire department company, comprehended the record of Duane Pennock, who died recently at Carthage, Ill. He was one of the organizers of the Clipper fire department of that city, still in existence, which has rendered valuable service not only to the town itself but in emergencies in neighboring villages.

Casualty Notes

The Federal Surety has been licensed in North Carolina.

A. H. McAllister, manager of the claims department of the Union Automobile of Los Angeles, announces appointment of L. A. Angell as a member of the company's claim staff. Mr. Angell was connected for several years with the former International Indemnity of Los Angeles.

STATES OF THE NORTHWEST

LOSS IN UNLICENSED OUTFIT

Aitken, Minn., Assured Finds He Has Policy in Company That Is Not Admitted to State

A loss in an unauthorized company has come to light at Aitken, Minn., the assured being F. H. Osterhout, who had \$5,000 insurance on an unprotected sawmill, the rate being \$7.678. The insurance was placed by the National Underwriters, a concern at Wilmington, Del., which to a large extent seems to be dealing with unlicensed companies. It placed \$5,000 on the unprotected sawmill, \$2,000 being in the Fire Fund, Ltd., of London, \$1,500 in the International of New York and \$1,500 in London Lloyds. The International cancelled its policy before the fire. When the loss occurred and the National Underwriters was informed, the assured was advised not to refer the loss to an adjustment company but to obtain an adjuster for the assured. However, the loss was turned over to the Underwriters Adjusting Company at Duluth. The National Underwriters wrote the assured stating that many difficulties would have to be faced before it could collect the loss from the Fire Fund, Ltd. One of the peculiar things in the policy was that the insurance commissioner of Minnesota was appointed as attorney to accept service for the Fire Fund although the concern was not licensed in Minnesota or any other state.

WISCONSIN AGENTS MEET IN MILWAUKEE OCT. 29

MILWAUKEE, Sept. 11.—The Wisconsin Association of Insurance Agents will hold its annual meeting in Milwaukee Oct. 29, the day before Wisconsin Insurance Day. The headquarters of the convention will be at the Hotel Schroeder, and the officers of the association are at work outlining the program for the meeting.

Due to the successful membership campaign which the association has been conducting throughout Wisconsin, as well as to the meeting falling on the day before Insurance Day, so that agents may make arrangements to attend the two conventions conveniently, an exceptionally large attendance is expected.

Urge Better Forest Fire Protection

MILWAUKEE, Sept. 11.—Agitation for more adequate fire protection of the wooded areas of northern Wisconsin, which have been swept during the past few weeks by devastating forest fires, has begun in Milwaukee, with insurance men aided by business interests of the city in an attempt to promote interest in the situation and bring about some action.

While rain last week aided the fire fighters in their work in four of the major forest fire areas in northern Wisconsin, fire protection interests in the state are urging that some effectual means be adopted for fire fighting in these areas so that incompetent fire control may become a thing of the past.

It is being urged that the Wisconsin conservation commission be given more funds to meet the situation with adequate fire fighting equipment for its forest department, and that the entire state must take concerted action on the problem.

Interest in Extension Course

MINNEAPOLIS, Sept. 11.—Many insurance clerks and agents and others interested in the business are planning to enroll in an extension course at the University of Minnesota.

The insurance course was inaugurated last year and met with such favor that it was decided to continue it this year. Next spring a more advanced course will be given.

The three-year course in property and casualty insurance will be taught

by R. A. Graves who is working out the course with the assistance of P. H. Ware, Minneapolis, secretary of the Minneapolis Underwriters association.

North Dakota Hail Losses Less

BSIMARCK, N. D., Sept. 11.—The number of hail losses reported to the North Dakota hail insurance department this year is substantially smaller than the number reported at the same time in 1928. On Aug. 31, the department had received 8,121 claims as compared with 20,256 claims on Aug. 31, 1928. Although the acreage insured is somewhat smaller this year than last, the principal reason for the reduction is a comparative lack of hailstorms.

Only one general hailstorm occurred this year and that early in July. Since 1920 the average of severe hailstorms has been three annually.

Two Million Wisconsin Insurance Fees

MADISON, WIS., Sept. 11.—Fees collected from insurance companies operating in Wisconsin produced a state revenue of \$2,377,071, according to Commissioner M. A. Freedy. The department's appropriation for expenses was slightly over 2 percent of the fees. The state revenue is over 97 percent of the collections.

United States stock fire companies collected \$16,342,164 in premiums in 1928, with losses of \$7,011,840. Stock fire companies of foreign countries collected \$2,004,474 premiums and paid \$848,818 in losses.

Fire mutuals of other states collected \$1,674,916 in premiums, with losses of \$402,391. Wisconsin fire mutuals collected \$1,141,102 in premiums and paid \$337,890 in losses.

Minnesota Forest Fires Checked

GRAND MARAIS, MINN., Sept. 11.—Forest fires which broke out in the vicinity of Grand Marais, where the heavy losses were suffered early in the summer, have been checked. The biggest fire was burning over an area of about 100 square miles but a rather heavy rainfall checked its spread as well as that of the smaller fires. State and federal authorities managed to establish fire lines around all the blazes.

New Record for Incendiary Fires

MILWAUKEE, Sept. 11.—A new record for incendiary fires was set in Milwaukee during August, the report of Deputy State Fire Marshal William Greenwald shows. There were 22 incendiary blazes last month and in each case it was apparent that an effort had been made to burn down property and destroy the contents of homes and business buildings.

In addition there were eight incendiary fires reported to Mr. Greenwald from various parts of his district. Few of these fires were successful from the viewpoint of the firebug, and several arrests have been made, while additional arrests are expected.

Adds Casualty Department

A new casualty department has recently been added by the adjusting firm of Nurnberg, Schiffler & Co. of Milwaukee. Harry C. Nurnberg announces that Donald Nealon will be in charge of this work. This organization, formerly known as Tolles, Bort & Nurnberg, was the pioneer automobile adjusting firm of Milwaukee. Mr. Nurnberg has been adjusting automobile losses at Milwaukee since 1912. The firm now consists of Mr. Nurnberg and Joseph P. Schiffler. They also operate a branch office at Beloit, Wis., under the management of T. M. Lien.

Minnesotans Meet at Albert Lea

While the date for the annual meeting of the Minnesota Association of Insurance Agents has not been definitely set, it will likely be held at Albert Lea, Oct. 16-17.

Will Inspect Merrill, Wis.

Under the auspices of the Rotary and Lions Clubs, the Wisconsin State Fire Prevention Association will make an inspection of Merrill, Sept. 25. A joint meeting of the two clubs, the visiting fire preventionists and invited guests will be held at a dinner in the evening.

Arrangements have been made for exhibiting the fire prevention film, "Flaming America," Sept. 21, 22 and 24. Talks will be made to the pupils of the public and parochial schools by members of the association on the day of the inspection.

Wisconsin Notes

The fire insurance patrols of the Milwaukee Board answered 121 alarms in August and five special duty calls. The patrols traveled 316 miles while on 84 hours of fire duty. There were 612 stock covers spread and four roof covers.

A loss estimated at \$50,000 was sustained in a fire which destroyed the general store and warehouse of S. A. Sinkula at Armstrong Creek, Wis. The vil-

lage has no fire department, but volunteers armed with portable pumps used in forest fire fighting succeeded in keeping the blaze from the Sinkula home and a nearby warehouse.

Minnesota Notes

Fire destroyed four buildings at Clements, Minn., at an estimated loss of \$50,000. The loss was partly covered by insurance.

A 10 percent increase in wages for Duluth firemen is being asked of the city commissioners by the Federated Trades Assembly, with which the firemen's union is affiliated.

Deputy state fire marshals obtained a confession from Edward Minger of St. Paul that he set fire to a farm home owned by him in order to collect insurance. He was arraigned in municipal court at Hastings, Minn., and remanded to jail in default of \$500 bail.

IN THE MISSOURI VALLEY

CAULFIELD GIVES WELCOME

Missouri Governor on Program for First Insurance Day at Jefferson City Oct. 8

Governor Henry S. Caulfield will deliver the address of welcome on behalf of the state to the insurance men attending the first annual Missouri Insurance Day at Jefferson City Oct. 8. Joseph B. Thompson, superintendent of insurance, will also be on the program. The final program will be announced next week.

Headquarters will be at the Missouri Hotel, the program being conducted in the hall of the house of representatives in the capitol building. A chicken barbecue and dance will be held in the evening. Henry C. Asel, former chief clerk of the Missouri department and now secretary and treasurer of the United Mutual Insurance Association, is in charge of the arrangements for the barbecue.

T. S. Ridge, Jr., president of the Missouri Association of Insurance Agents, is general chairman. Wilbur F. Maring, Jr., secretary of the Kansas City Association, is general secretary of committees. The executive committee includes T. S. Ridge, chairman; W. T. Grant, president Business Men's Assurance; W. O. Woodsmall, state agent Fire Association, Kansas City; Charles M. Howell, insurance attorney, Kansas City; Carl S. Lawton, Lawton-Byrne-Bruner agency, St. Louis; Paul W. Terry, manager Missouri Inspection Bureau, St. Louis, and Joseph B. Thompson, superintendent of insurance, Jefferson City.

Local arrangements are in charge of Hugh Stevens, president Jefferson City chamber of commerce; Clarence O. Hanes, secretary chamber of commerce; Henry C. Asel, secretary and treasurer United Mutual Insurance Association; Walter Steininger, Steininger agency, and Fred L. Dunlap, secretary-treasurer Capital Mutual Association.

INSURANCE DAY DATE SET

Nebraska Gathering to Be Held in Lincoln, Oct. 25—Kavanagh to Speak

LINCOLN, NEB., Sept. 11.—Nebraska insurance day will be held in Lincoln, Oct. 25. There will be morning and afternoon sessions addressed by outstanding figures in the insurance world, and at night there will be a banquet largely devoted to fun-making. The insurance subdivision of the local chamber of commerce, of which Maurice A. Hyde is chairman, is in charge of arrangements as was the case last year, when the first gathering was held. Mr. Hyde is being assisted by a committee made up of A. R. Talbot, head consul of the Modern Woodmen; Howard S. Wilson, president of the Bankers Life of Nebraska; Fred E. Walt, president of the Union Fire of Lincoln; Frank E. Helvey, secretary of the Nebraska In-

Germanic Fire Insurance Company of New York

122 E. 42nd Street New York City

Statement as of June 30, 1929

Capital . . \$1,000,000.00 Surplus . . \$1,506,406.86

Surplus to Policyholders
\$2,506,406.86

Gain in Assets—First Six Months Operation
\$218,000.00

Opportunities for Progressive Agents in Profitable Cities and Towns

The LIBERTY INSURANCE COMPANY

Automobile Insurance—Full Coverage—All in One Policy
Plate Glass and General Liability Insurance

Assets Over 1 1/3 Million—Surplus to Policyholders \$600,000

Agents wanted in Alabama, Arkansas, California, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Ohio, Oklahoma, Tennessee and Texas.

J. R. Jones,
Sec'y & Mgr.

COMPLETE PROTECTION "If It's Automobile Insurance—We Write It"

Whatever the need for automobile protection, a Union Automobile Agent or Broker can render complete service. Here are the coverages this company writes:

FIRE
THEFT
LIABILITY
PROPERTY DAMAGE
COLLISION

All In One Or Separate Policies

UNION AUTOMOBILE INSURANCE COMPANY

HOME OFFICE, UNION INSURANCE BUILDING, 1008 WEST 6TH ST., LOS ANGELES

Assets April 30, 1929 \$3,395,667.16

HANOVER

What Next?
Establishing Our New Company
"THE FULTON FIRE NEW YORK"
Which is now fully organized and will be ready for operation VERY SOON

\$3,300,000 Capital—Paid to July 1st

\$12,041,380 NET SURPLUS

\$21,558,930 ASSETS

The HANOVER FIRE INSURANCE COMPANY of New York Charles W. Higley, Pres.

Insurance Federation, and George S. Davies, manager of the Metropolitan Life. Mr. Talbot and E. J. Faulkner head the committee on finance; Mr. Helvey that of publicity; Mr. Walt in charge of entertainment and W. H. Logan, president of the Lincoln Life Underwriters Association, registration.

Governor Weaver and Mayor Love will make the welcoming addresses, and among those already secured for the general program are J. E. Kavanagh, vice-president of the Metropolitan Life; O. E. Aylshire, Chicago; Richard E. Vernon, fire prevention expert; Frank M. Chandler, Employers group, Chicago, "father of insurance day," and Frank T. B. Martin of Omaha, president of the Insurance Federation of America. The general theme of the program will be "The Value of Insurance, the Basis of All Progress." A special effort will be made to get a number of large buyers of insurance to attend.

NEW PROPOSAL RUMORED TO ARBITRATE IN MISSOURI

There is a persistent rumor afloat in Missouri that fire companies have proposed or are about to submit to Missouri officials a new compromise proposal. Paul W. Terry, manager of the Missouri Insurance Bureau, denies that any such compromise proposal has been made or is contemplated.

Companies are preparing to pay back \$3,500,000, while the state hopes to collect an additional \$8,000,000 refund on business placed between Nov. 15, 1922, and Feb. 1, 1928. To F. D. Hirschberg & Co., Class 1 agency for a dozen or more companies in St. Louis, goes the credit for being the first actually to pay refunds to its clients. Checks of the agency were paid out to policyholders of that agency early the past week. The agency checked on its own reserves rather than to pay by company checks, as in many cases several checks would have gone to a single policyholder and this would have been confusing.

The General of Seattle is the first stock fire company to dismiss its suit contesting the 10 percent rate reduction order issued by former Superintendent Ben C. Hyde of Missouri, and was the first company to accept the rate-reduction order. Its acceptance of the cut on July 1 is said to have precipitated similar action by other stock companies after Gov. Henry S. Caulfield rejected a compromise offer.

Superintendent Thompson has instructed the companies that operated there prior to Feb. 1, 1928, to make refunds back to Nov. 15, 1922, or suffer penalties provided by law.

The department does not propose to sit idly back, but will take immediate action to enforce payment.

MISSOURI ASSOCIATION EXPECTS GOOD MEETING

KANSAS CITY, MO., Sept. 11.—By holding its 30th annual convention in Jefferson City the day following Missouri Insurance Day the Missouri Association of Insurance Agents hopes to accomplish much more in the way of attendance and business, and secure more able speakers, than by holding the meeting separately.

The Missouri association regards the convention Oct. 9 as the culmination of a very satisfactory year. The legislative committee was active during the legislature and assisted in the passing of what are considered very beneficial laws. Most of the bills tending to benefit insurance were passed and some of the bad ones defeated. The agents' qualification law, giving the superintendent absolute control over agents' licenses and authorizing him to make an agents' qualification ruling and otherwise to control and clean up some bad agency conditions which have heretofore existed in the state, was considered one of the best laws passed.

The association also carried on nego-

Elected Secretary



WILLIAM J. HOLLAND

William J. Holland of Iowa City was elected secretary-treasurer of the Iowa Association of Insurance Agents at its meeting last week in Fort Dodge, Ia. Mr. Holland succeeds John I. Petty of Des Moines.

tations with the companies in regard to return commissions on account of the 10 percent reduction in fire insurance rates, and was very much pleased that the companies agreed to waive return commissions from Feb. 1, 1928, to Aug. 1, 1929. That this action will go a long way to restore old-time relations between companies and agents, is the belief of the association.

Kansas Dates Oct. 17-18

Bert Mitchener, president of the Kansas Association of Insurance Agents, has announced Oct. 17-18 as the tentative date for the annual meeting of Kansas agents, which will be held at Dodge City. The officers of the association are now at work on the program for the meeting.

Two Iowa Arson Confessions

DES MOINES, Sept. 11.—Two persons have confessed to charges of arson here and a third was indicted by the grand jury on the same charge as result of activities of State Fire Marshal John W. Strohm.

Mrs. Anna Shaffer, Sand Springs, was sentenced to five years in the women's reformatory after she confessed to having burned her house to obtain insurance money. K. K. Rusley, Lake Mills, confessed to setting fire to a tire shop Aug. 15. He was sentenced to the penitentiary for five years.

John M. Waterbury, Cedar Rapids, has been indicted for conspiring with Frank E. Smith in setting fire to a house to collect insurance. Smith confessed some time ago and was sentenced to five years.

Blue Goose Resumes Luncheons

TOPEKA, KAN., Sept. 11.—The Kansas Blue Goose resumed its regular Monday luncheons Sept. 9 with 50 members in attendance.

E. D. Patton, special agent of the Northern Assurance, most loyal gander, presided. R. W. Criswell of the Automobile is chairman for next week's meeting.

Agents Presented With Clock

Thirty years ago last May J. E. Marietta of Vinton, Ia., associated with him in the insurance business W. E. Bickel in the partnership of Marietta & Bickel. Among other companies the agency has represented the Liverpool & London & Globe continuously, Mr. Marietta having taken the agency in 1892. Recently the company presented the agency with a beautiful clock. It bears the following inscription: "Presented to Marietta & Bickel by the Liverpool & London & Globe Insurance Company, in recognition and appreciation of over 30 years

of faithful service." The third member of the firm, George H. Bickel, became associated with the firm Jan. 1, 1920. Mr. Marietta entered the business in Vinton in 1875.

Jefferson City Agents Meet

The local agents of Jefferson City, Mo., met September 4 with T. S. Ridge, Jr., president of the Missouri Association of Insurance Agents, and Wilbur F. Marling, Jr., executive secretary, for the purpose of reorganizing the local board of Jefferson City, of which A. J. Bauer was president and L. J. Noonan was secretary. A. J. Bauer, E. L. Burch, W. A. Bassman, J. K. Conrath, John P. Gordon, Albert Linxwiler and L. J. Noonan attended, in addition to Mr. Ridge and Mr. Marling.

Higdon Made Chief Examiner

Superintendent Thompson has appointed John E. Higdon of Kansas City chief examiner of the Missouri department.

Mr. Higdon has represented the department in special cases. He will assume his new duties as soon as he can arrange his Kansas City business.

Commissioner to Be Sought

TOPEKA, KAN., Sept. 11.—The Supreme Court of the United States will have to appoint a commissioner in the mandamus action to compel Judge J. C. Pollock of the United States district court to name a court of three federal judges to hear the Kansas fire insurance rate case. The attorneys for the companies, who are acting as attorneys for Judge Pollock, have refused to approve an agreed statement of facts relative to the proceedings in the court when Judge Pollock refused to call in the three judges.

Judge J. G. Egan, special assistant attorney-general in charge of the fire rate litigation, has drafted the application for an order to appoint the commissioner and will go to Washington late this month to submit it to the Supreme Court. The state is also preparing a reply to the answer of Judge Pollock and this will be filed at the same time.

Covers Plane Company's Output

KANSAS CITY, MO., Sept. 11.—A manufacturer's blanket policy to cover all the aircraft produced by the Nicholas-Beazley Airplane Company at Marshall, Mo., has been written by William A. Osgood, general agent of the Independence companies. The policy provides for fire, theft, tornado, crash and public liability protection.

Maring and Wallace in Accident

KANSAS CITY, MO., Sept. 11.—Early Sunday morning Mr. and Mrs. Wilbur F. Marling, Jr., and Mr. and Mrs. James B. Wallace were in a motor car accident near Boonville, Mo., while on their way to Detroit to attend the National association convention.

Mr. and Mrs. Marling suffered slight injuries, but Mr. and Mrs. Wallace were uninjured. The entire party continued the trip to Detroit by train. Mr. Marling's car was struck by another car that was on the wrong side of the road and traveling at a high rate of speed. Mr. Marling is executive secretary of the Missouri Association of Insurance Agents and the Kansas City association. Mr. Wallace is treasurer of the Missouri association.

Will Inspect Creston, Ia.

Under the auspices of the Creston Club and other civic organizations, the Iowa State Fire Prevention Association will conduct an educational and inspection campaign in Creston, Sept. 13. A public meeting will be held at a dinner in the evening, at which talks will be made by representatives of the association. The two fire prevention films, "Flaming America" and "Fire," will be exhibited in the auditorium of the high school.

Shows Lightning Rod's Value

DES MOINES, Sept. 11.—The United States Weather Bureau, following a survey covering a three-year period, to determine the efficacy of lightning rods, has reported that in the period covered there were 28 rodless buildings burned from lightning in Iowa, and in the same period 503 unrodless buildings were destroyed. The value of the burned property amounted to \$87,979, while the value of the unrodless properties was \$1,060,668. About half of the buildings in the

state are shown to be rodless. The chance of the rodless building being destroyed is therefore placed at 1 percent and the unrodless building at 57 percent.

Shows Iowa Losses Reduced

DES MOINES, Sept. 11.—According to a statement made by John W. Strohm, state fire marshal, fire losses in Iowa in 1928 showed a decrease of \$1,070,309 from those of 1927.

Mr. Strohm added that carrying forward a fire prevention campaign such as he has in mind will be impossible without more funds. He claims that this work is seriously handicapped because of a lack of money. His office has been working in harmony with the Iowa State Fire Prevention Association and through the combined efforts the good results stated above were obtained.

Mr. Strohm further contends that his department should be given more power to make and enforce regulations with a view of eliminating hazards.

Big Loss On Canning Plant

The Grimes Canning Company's branch plant at Rockwell City, Ia., was entirely destroyed by fire at noon Saturday. The loss is estimated at more than \$200,000. In addition to the three-story brick building and all of the machinery, 60,000 cases of canned sweet corn were lost. The property was insured for about two-thirds of its value.

Plan for Fire Prevention Week

WICHITA, KAN., Sept. 11.—The Wichita chamber of commerce is planning a very extensive observance of Fire Prevention Week. Dr. D. I. Maggard, chairman of the fire prevention and public safety committee, has named Ewing B. Fergus, branch manager of the Kansas Inspection Bureau, chairman of a special Fire Prevention Week committee. A nationally known speaker is being obtained to address the annual meeting of the chamber of commerce, Oct. 6.

Wichita Insurers' Committees Named

WICHITA, KAN., Sept. 11.—Lee Webb of the Blandin & Webb agency, president of the Wichita Insurers, has named his committees for the year. The chairmen are: Executive, Duane T. Stover; Insurance, John C. Kelly; grievance, H. R. Johnston; legislative, A. E. Smoll; location, Charles K. Foote; luncheon, Duane T. Stover; public safety, L. B. Brown; fire prevention, H. A. Blinn; publicity, Ewing B. Fergus; state association, Charles K. Foote.

Officers of the association for the year are: Lee J. Webb, president; Duane T. Stover, vice-president; Henry V. Schott, secretary-treasurer, and Charles J. Slawson, advisory secretary.

George W. Smith Dies

WICHITA, KAN., Sept. 11.—George W. Smith, founder of the Smith & Son agency of Wichita, now known as Smith, Stone & Snyder, died here at the age of 77. Previous to retiring from the agency, now headed by his son Dwight, Mr. Smith had spent 17 years in local agency work in Wichita.

Mr. Smith was taken ill while on a pleasure trip in California with Mrs. Smith and was brought home Aug. 1, since which time he had been confined to his bed. Mr. and Mrs. Smith celebrated their 50th wedding anniversary in 1928.

Wichita University Has Heavy Loss

WICHITA, KAN., Sept. 11.—Fire destroyed Fairmount Hall, original building of Wichita University, last week, with an insurance loss of around \$125,000. The building was a total loss and was protected by a blanket policy on all property of the university written with the 90 percent coinsurance clause.

Flames were breaking through the roof of the structure when discovered and being two miles from the closest fire department and five miles from central station, it was impossible to save any portion. The Kansas Inspection Bureau had urged the installation of adequate water mains and night watchman service, either of which might have averted the huge loss, suffered just as school was being resumed for the fall term.

Though the building and equipment were covered with 90 percent insurance to value, there will be additional loss for improvements and betterments just completed and not contemplated in the insurance. A valuable art collection was lost and several professors lost their per-

sonal property and private equipment, so that the total loss will run well over \$150,000.

Central Kansas Field Club

WICHITA, KAN., Sept. 11.—R. A. Gamble, state agent of the American and president of the Central Kansas Field Men's Club, presided at the first meeting of the year in Wichita Monday.

Guests were L. G. Warder of Chicago, manager of the farm and hall department of the Hartford; W. H. Moore of the St. Louis office of the Western Adjustment; Alfred W. Fiebig, recently appointed Kansas and Oklahoma state agent of the Milwaukee Mechanics; George Landers, recently appointed special agent for the Northwestern Fire & Marine; P. G. Bauereis, adjuster for the General Exchange at Wichita, and George L. Steeples, special agent for the Home, recently located in Wichita. Messrs. Steeples, Landers, Fiebig and Bauereis were voted to membership. J. N. Bracken of the hall department of the Hartford was again in attendance following a year's absence due to a breakdown.

President Gamble announced his committees for the year 1929-30. The chairmen are: Library, Col. Sam F. Woolard; entertainment, James M. Harris; scout, Carl E. Bailey; bulletin, J. F. Snyder; publicity, Ewing B. Fergus; program, N. Dekker.

Kansas Notes

Bonds totaling \$100,000 were voted last week at Iola, Kan., for improvements in waterworks and fire protection.

Robert Burns, junior member of the Harris, Burns & Co. agency, Wichita, was married Sept. 6 to Miss Francis Eagan of Hutchinson, Kan.

The formal opening of the new home

of the Dulaney, Johnston, Yankee & Priest agency in the new Central building in Wichita was held Friday.

A fishing expedition of prominent Topeka insurance men was brought to a close this week when Glenn D. Hussey, head of the Hussey Agency; Addison I. Dilling, state agent of the New Hampshire; Omer W. Dilling, state agent of the L. & L. & G., and L. T. Hussey returned from a ten-day motor trip to the Lake of the Woods, Canada.

Fred Horn of the Horn Investment Company, recently organized Wichita insurance agency, was voted to membership in the Wichita Insurers at the last meeting. Mr. Horn, a member of the Wichita city commission, had previously been a member of the Wichita Insurers, when a member of the Israel-Horn Agency, which connection was terminated a few weeks ago.

Missouri Notes

H. B. Allen, chief rater of the Missouri Inspection Bureau, was in Kansas City last week calling on some of the leading agencies.

The American Insurance Service Company has been incorporated in St. Louis to buy, sell and deal in the stocks, bonds and other securities and evidence of indebtedness of insurance corporations, etc.

John Herd, Missouri state agent for the Scottish Union & National, has returned from a five weeks' tour of Europe. He was accompanied by his son, J. Victor Herd of New York, manager of the marine department of the Niagara.

Charles Schwarz, a member of the Insurance Bowling League of St. Louis, joined the select circle of bowlers by rolling a perfect 300 game the night of Sept. 6. In closing the game just prior to his perfect one, Mr. Schwarz made five strikes, giving him a run of 17 in succession, a season's record.

Nebraska Notes

George J. Leffers, for 15 years a special agent of the Farmers Mutual of Nebraska, has been elected as secretary to succeed James W. Trumble, who died recently after 21 years of service.

STATES OF THE SOUTHWEST

COTTON GIN FIRES CONTINUE

Companies Puzzled Over Heavy Run of Losses in Texas—Usually Come Later

DALLAS, Sept. 11.—An epidemic of cotton gin fires is sweeping Texas with the losses running into thousands of dollars. The insurance companies which are on cotton gins are losing heavily. During the past fortnight cotton gin fires have caused property losses of more than \$250,000. In practically every case the gins burned were pretty well covered by insurance.

Five gins in four days have burned, the one at Brady adding \$30,000 loss with \$13,000 insurance and the gin at Commerce valued at the same amount but with loss to cotton bringing the total destruction to a higher figure. The gin at Lorena burned with loss of \$50,000 to building and \$6,000 to cotton.

In the past the bulk of the cotton gin fires in Texas has occurred at the tail end of the ginning season. This year the season was hardly under way until gins were going up in smoke all over the state. Insurance men are at a loss to understand the situation. It is reported some companies are already "getting off cotton gins." Some of the companies discontinued this line of business a few years ago, but returned to the field last winter when the records showed the gin fires in the state were less than they had been for ten years.

TEXAS HEARING TO COVER ALL FIRE RATE SCHEDULES

AUSTIN, TEX., Sept. 11.—Notice has been issued by the state board of insurance commissioners to all stock fire companies that a public hearing will be held in Austin Sept. 25 to consider every rate schedule, rule and regulation contained in the Texas general basis schedules and all of the approved forms applicable to fire insurance policies written in Texas.

This is the first time in seven years that the entire schedule has been thrown

open at a hearing, looking to drastic revisions of the general basis schedules.

Texas Deputy Commissioner Resigns

W. A. Sandlin, deputy commissioner of insurance of Texas for the past six years, has resigned his post to be associated with a San Antonio bank. He is succeeded in the insurance department by J. E. Robertson, formerly with the state banking department.

Oklahoma Agents Meet Oct. 15-16

E. R. Ledbetter, president of the Oklahoma Insurers, has announced Oct. 15-16 as dates for the annual state convention. The association will convene at the Mayo hotel at Tulsa.

Arkansas August Losses Higher

LITTLE ROCK, ARK., Sept. 11.—Property valued at \$412,620 was destroyed by 184 fires in Arkansas in August, according to the report of H. B. Savage, chief of the division of conservation of the Arkansas fire prevention bureau. The property loss showed an increase of \$112,000 over the same month last year. Gas and gasoline were responsible for a large number of the fires. Grass fires due to the drought also caused much loss. Forest fires raging during the month in wooded sections of the state were not included in the report.

Texas Blue Goose Resumes Luncheons

DALLAS, Sept. 11.—The Texas Blue Goose held a luncheon meeting here Monday. Fred Gibbons, most loyal gander, presided, and Guy Fuller of Oklahoma City, deputy most loyal grand gander, was guest of honor. This is the first monthly luncheon held since the annual meeting in July.

Report Increase in Small Fires

OKLAHOMA CITY, Sept. 11.—Following a season of the lowest fire loss experienced in Oklahoma for a number of years, a slight increase in small fires has been noted by the Fuller Adjustment Company the last ten days, involving small residences and small garages throughout the state.

The loss ratio in fire, windstorms and hail insurance has run lighter this year

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than in many previous years, according to W. S. Hanson, manager of Bates Adjustment Company. Where the spring and summer season in Oklahoma usually brings four or five severe wind or hail storms, this year there have been but two. One of those occurred where there were few buildings, and entailed very little loss, he said.

Texas Losses Show Big Increase

AUSTIN, TEX., Sept. 11.—Fire losses in Texas the first seven months of 1929 showed an increase of \$1,396,489 over the corresponding period of 1928, with the loss for 1929 amounting to \$7,668,257 as reported by city fire marshals to the state fire insurance department.

Oklahoma Notes

The firm of C. A. Hash Company, insurers, Cherokee, Okla., has been officially dissolved and the agency taken over by W. O. Gardiner.

Fire destroyed the 55,000-barrel oil tank belonging to the Texas Oil Company, at Tulsa, Okla. Estimate of the loss has not been announced.

H. E. Pate, Oklahoma state agent for the Commercial Union, and Tom J. Hayes, special agent, will leave Sept. 18 for New York, where they will visit the home office. They will return about Oct. 3.

The Oklahoma Insurance Agency, Skiatook, Okla., formerly operated by H. O. McSpadden, has been sold to F. F. Cochran and G. W. Lucas. The agency will operate as the Cochran & Lucas agency.

Mr. and Mrs. E. R. Ledbetter of Oklahoma City have announced the arrival of a baby daughter. Mr. Ledbetter is president of the Oklahoma Insurers. He left Sunday to attend the national convention at Detroit.

Texas Notes

Four downtown business houses at Breckenridge, Tex., suffered loss of \$30,000 from fire which broke out during the shopping hours Saturday afternoon.

The Farmers Mercantile Company of Skidmore, Tex., was completely destroyed by fire Thursday, with loss of \$30,000, partly covered by insurance. Lack of water handicapped the fire department and prevented saving anything of stock or structure.

The F. C. & S. Bulletins have met with a most remarkable reception. Every day more and more agents are realizing their value and are telling us to place their name on the mailing list. Are you keeping pace? Write The National Underwriter Company, 420 East 4th street, Cincinnati, O., for free booklet describing the course.

SOUTHERN FIELD

CONDITIONS ARE IMPROVING

Loss Ratio in Tennessee Has Felt the Effect of Intelligent Fire Prevention Work

NASHVILLE, TENN., Sept. 11.—If the loss ratio continues for the last four months of the year as it has the first eight most companies will pull out Dec. 31 with some profit in their fire insurance operations. Tennessee has been "in the red" for a number of years because of the high loss ratio. The continuously bad experience caused most companies to make rigid inspection of their business. Some have gone to it systematically and trimmed out their risks so that as far as underwriting is concerned those that remain are regarded as fairly good. Nashville has shown a far greater determination to go at its fire waste problem seriously than it has in the past. This city is one of the "bad lands" of the state from a fire loss ratio standpoint. Those companies that are not watching their business carefully still continue to have high loss ratios. The intelligent field men of the state are guiding their interests very carefully and have done much to further the fire prevention movement.

OMNIBUS CHARTERS BARRED

Tennessee Trust Company or Real Estate Corporation Can Not Conduct Insurance Business

NASHVILLE, TENN., Sept. 11.—A corporation chartered to do a real estate or trust company business can not conduct an insurance agency under the Tennessee corporation laws, Attorney General Smith ruled in an opinion to the secretary of state declaring the issuance of such charters illegal and non-operative.

General Smith held that corporations, under the 1929 laws, can be chartered only for the business to be conducted in principal and that no charters could be issued covering more than one business authorized by the law.

"A company incorporated to conduct a particular business can not have included in its charter, nor exercise the power to conduct another lawful business which itself is a proper subject in incorporation," the opinion set out in placing a definite ban on "omnibus charters."

In the particular case of real estate companies attempting to do an insurance business, the opinion sets out that corporations to handle insurance agencies are authorized under the 1929 laws, and because of the fact that real estate and trust companies are likewise authorized, a single charter can not be granted for the operation of both businesses.

The opinion will effect a large number of companies attempting to perform both duties, according to the secretary of state's office, and will require that separate corporations must be formed for each line of business undertaken.

FILE LIST OF RATE CHANGES

Kentucky Actuarial Bureau Takes Step to Expedite Formal Approval of Schedule

LOUISVILLE, Sept. 11.—The Kentucky Actuarial Bureau has recently submitted to the Kentucky department a list of contemplated filings covering changes or revision in rates, revision of rules and readjustments which it is hoped will result in a more equitable distribution of costs. It covers some reductions, some increases, and endeavors to place the cost where it belongs

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"How insurance agents can get along without reading their trade papers I cannot understand."—George A. Caldwell, President Tennessee Association of Insurance Agents.

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on a specific basis. This is an outcome of the compromise reached some weeks ago on the flat or general rate increase of 12½ percent.

Under that compromise the state agreed to permit companies to re-rate on a basis that would allow an increase of 6 percent on all towns that had not been re-rated since the controversy started, but set the period in which re-rating could be done until the close of 1930.

Liberalizations Proposed

It is understood that the proposed readjustments involve liberalized term rates and other features which have recently become effective in other states. It is hoped to handle readjustments so as not to disturb premium income.

This is not a filing, but is merely a submission of proposed filings, with the plan of permitting the department to go over proposals, make suggestions, etc., thus expediting later filing.

KENTUCKY MEN OFFENDED

Delegation from Louisville Board Protests Exclusion from Confidence in Major Matters

A special committee of the Louisville Board, composed of Frank H. Brown, president; Frank C. Carpenter, Charles C. Tachau and Secretary Leo Thieman, visited Chicago Monday for a conference with Charles R. Street, western manager of the Great American, and the Subscribers Actuarial Committee, regarding rating matters in Kentucky, and other matters of general interest.

Object to Being "Ignored"

One of the chief objects of their visit, it was learned after their departure, was to protest against being "ignored" in matters of major moment, particularly in settling the Kentucky rate case. The flavor of the conference was highly "political," according to well informed underwriters of this city and the committee headed by Mr. Brown entered the meeting greatly offended.

LOUISVILLE POLITICAL BOSS STARTS BACK TAX ACTION

LOUISVILLE, Sept. 11.—Another kickback of the 12½ percent increase in fire rates, which was in long litigation until compromised this summer, was seen last week when local newspapers carried a story in which Chesley H. Searcy, president of the board of sinking fund commissioners and political boss of Louisville, advised Mayor Harrison that the city might be able to recover approximately \$15,000 from carriers on license taxes unpaid during the litigation. Increase in premium was impounded and no taxes paid to the state nor commissions to agents. In the compromise companies were permitted to retain 12½ percent over a period of one year, and 6 percent for the remainder of the time.

Mr. Searcy pointed out that the city is entitled to its pro rata share of this increase in premiums, as the companies pay \$2.50 per \$100 of premium collected in Louisville. He stated that the board would take immediate steps to ask companies for supplementary reports of premiums collected during the period, on which back tax will be figured.

Asks Insurance Suggestions

The insurance research committee of the house of representatives of the Mississippi legislature has issued an appeal to the newspapers of the state to aid it in securing information and suggestions from the insurance buying public of Mississippi. It is the desire of the committee to secure from individuals and commercial organizations in the state their ideas and suggestions as to remedial insurance legislation.

The committee is composed of L. F. Hendrick, Jackson, Miss., chairman;

J. B. Snider, Jr., Senatobia, Miss., secretary, and A. A. Weille, Vickburg, Miss.

Private Protection for Belle Meade

NASHVILLE, TENN., Sept. 11.—Approximately 150 residents of Belle Meade, exclusive residential section outside the city limits of Nashville, have signified their intention of subscribing for protection from a private fire station.

J. V. Draughon, formerly of Nashville, will be chief and Carl Niehardt assistant chief of the Belle Meade fire department which is chartered under the laws of Tennessee. In addition there will be four experienced firemen and six volunteer workers. A fire house, to cost \$12,000, will be erected at an early date.

The protection plan includes the payment of an annual subscription under a three-year contract. No non-subscriber, no matter how many inducements may be offered, will be served.

Announce Mississippi Fire School

JACKSON, MISS., Sept. 11.—Mississippi again will have a fire school course of six weeks, according to Lloyd T. Wheeler, manager of the Mississippi State Rating Bureau, who announced that Mayor Walter A. Scott of Jackson had invited all fire departments in the state to send firemen.

The school will be held in Jackson Sept. 23-Oct. 19. Chief L. F. McDonald of Jackson again will conduct the school and has as his assistants two firemen who have been graduated from the New York fire college. John J. Lynn, deputy chief of Oklahoma City, will serve as drillmaster.

Mr. Wheeler is high in his praise of the Jackson officials who are cooperating for the purpose of reducing fire losses in the state by training the firemen.

May Drop Monthly Meetings

LOUISVILLE, Sept. 11.—Some of the members of the Kentucky Fire Underwriters Association are of the opinion that there is no need of monthly meetings. Although the body has been meeting monthly for years, except during the summer vacation months, the question of quarterly meetings was advocated at the meeting Sept. 3. President Julius Bowman appointed a committee composed of Milton C. Miller, Royal; W. B. Triplett, Queen, and Lee Upton, Home, to consider the question and report back at the next meeting.

George L. Frank, special agent for the Aetna Fire, was named secretary of the association, to fill the vacancy caused by the recent death of Eugene G. Stuart, state agent for the Hudson and Svea. Mr. Frank is a former president of the body, fully acquainted with its operations and a hard worker.

No Kentucky Insurance Day

LOUISVILLE, Sept. 11.—No Insurance Day program was arranged in connection with the Kentucky State Fair, which opened on Sept. 9, due to the fact that Kentucky is still without an insurance commissioner, and there was no one willing to undertake the work and expense in connection with the effort. Kentucky had its first insurance day during the fair last year, under a movement started by S. M. Sausley, former commissioner, who was anxious to develop an Insurance Federation in Kentucky, composed of all insurance interests. Since Mr. Sausley retired from office both movements died.

New Dock Rates Issued

New rates on properties and commodities passing over New Orleans docks have been issued by the Louisiana Rating & Fire Prevention Bureau. These rates apply to wharves on the east side of the Mississippi river from Louisiana avenue to the industrial canal and are effective as of Feb. 16 this year. The move is seen as an echo of the controversy over fire rates on the New Orleans dock board property which occurred last February. The greatest single reduction is on the Congress street wharf, the cut being to 46 cents per \$100. The largest increase is 4 cents at Press street.

Virginia Notes

Sympathy is being extended T. Wallace Stevens, associate state manager at Richmond for the Fidelity & Deposit, because of the death of his wife.

Read Gibson, member of the L. W. Chelf local agency at Richmond, was bereaved last week by the death of his father, Frederick Powers Gibson, retired real estate operator.

PACIFIC COAST AND MOUNTAIN

BASSETT MAKES NEW MOVE

Commissions Are Raised by Potters in Announcement Branding "Desertion" Rumors as False

W. W. and E. C. Potter of San Francisco, managers of the Pacific Coast department of the Firemen's of Newark group, granted as of Sept. 1 an increased scale of commissions to agents of their companies in Arizona, California, Idaho, Montana, Oregon and Utah.

Accompanying the letter notifying of the commission change was a flat denial of the rumored intention of the companies to reenter the Pacific Board from which they withdrew several months ago; the reports being characterized as propaganda intended to confuse the local men. The Potters said:

"Recently there has come to our attention certain untrue statements indicating that the companies we represent intend to return to membership in the Board of Fire Underwriters of the Pacific; also other statements equally untrue. These statements are false, and without any foundation in fact, and we now definitely so advise you."

Commissioner's Authority Upheld

The insurance commissioner of California not only has the right but it is his duty to examine all insurance companies desiring to operate in the state, according to an opinion given him by Frank L. Guereña, recently appointed attorney for the department. Recently the right was questioned and Commissioner Mitchell desired to have an official ruling made for future contingencies.

Won't Take Their Own Medicine

J. B. Winkelman, agent at Calistoga, Cal., tells in the latest issue of the Hartford Agent how people in his country who sell mutual insurance won't buy it for their own protection. Mr. Winkelman has recently sold two Hartford automobile policies to officers of an organization which is actively soliciting automobile insurance for a mutual farm company in California.

F. & G. Fire Opens Coast Office

SAN FRANCISCO, Sept. 11.—The Fidelity & Guaranty Fire, running mate of the U. S. F. & G., has opened its Pacific Coast department, at 360 Pine street, San Francisco. Guy A. Inman, manager of the department, has selected a staff of experienced insurance people

to assist in placing the company on a substantial basis in the territory and will make a strong bid for business.

Kain Rejoins California

M. A. Kain has again joined the California as special agent in southern California. Mr. Kain resigned his position with the California a few weeks ago and was appointed special agent by Harry L. Simpson to cover southern California for the Connecticut and Westchester. As he was about to go on the job for Mr. Simpson he handed in his resignation, with the statement that he was to rejoin the California.

Fuller to Be Denver Guest

DENVER, Sept. 11.—The Colorado Blue Goose will have a luncheon meeting in Denver Sept. 16, in honor of the visit of Guy H. Fuller of Oklahoma City, deputy most loyal grand gander. A large attendance is anticipated at the luncheon so that Mr. Fuller will have the opportunity of meeting a good representation of the membership of the Colorado pond. If a large attendance is present it is planned to have regular monthly luncheons for the Colorado ganders, according to Floyd E. Brown, welder.

Aetna Opens New Office

SAN FRANCISCO, Sept. 11.—The new offices of the Aetna and Century Indemnity were opened last week in the Mills building. Executive offices of the fire companies are located on the second floor, together with the examiners and accounting department. The indemnity company executive offices are on the ground floor with the city department. F. H. Rhoads, Pacific Coast manager; H. F. Mills, assistant manager of the fire companies, and Rolla Fay, manager of the indemnity company, were the recipients of many handsome floral offerings on the opening day.

Coast Notes

The Sunset Agency, Security building, Phoenix, Ariz., recently organized, is operating on a general agency basis for all lines, covering fire, casualty and life insurance, in Arizona only. B. D. Lyons is at the head of the agency.

Ray Summerville has resigned his position with the Insurance Rating Bureau of Portland and will hereafter have charge of the insurance department of Frank T. Hunter Company at Seattle. He was at one time associated with the Fireman's Fund in Chicago.

Jack E. Hillman, manager of the insurance brokerage firm of John R. Hillman & Sons, 201 Sansome street, San Francisco, died this week. Mr. Hillman was the son of the late John R. Hillman, who founded the brokerage concern in 1906.

EASTERN STATES ACTIVITIES

MANY AGENCIES CHARTERED

New York Producing Offices Exhibit Strong Tendency to Take Corporate Form Under New Law

ALBANY, N. Y., Sept. 11.—The tendency of insurance agencies to incorporate in this state has been marked since the liberalization of its corporation laws five years ago. Since Aug. 15 nine incorporated insurance offices have been chartered. They are: Brooklyn Club Service, Brooklyn, to act as insurance brokers; S. M. Cloud, New York City; Caspari-Zuckerman, New York City, insurance brokers; W. L. Koerner, Mt. Vernon, local agent; Light & Abrahams, Queens borough, New York City; Frank & Fox, Monticello, local agents; Thalheimer, New York City; Coakley & O'Connell, New York City, brokers; Seaboard Associates, White Plains.

Override Fall River Mayor

FALL RIVER, MASS., Sept. 11.—The action of Mayor Talbot in declining to approve and blocking an appropriation

of \$18,000 to pay premiums on \$5,800,888 of insurance on the city's public buildings, because he did not believe in insurance for the city's property, was overridden when the Fall River school committee voted that the sentiment of the school board be that "all public school buildings be protected by fire insurance."

The school committee believes it has authority to use some of its special appropriation for paying for insurance for school buildings. Further, the city council, spurred by the support of the school committee, is considering a move to force an appropriation for the purpose by written request from the floor.

A year ago, largely through the efforts of Edwin J. Cole, nationally well known local agent, the city took out over \$5,000,000 of insurance and the business was placed with local agents.

A change in the political complexion of the chief executive's office and a disgruntled agent who did not get any business last year are blamed for the present impasse.

Jamestown Board Elects

JAMESTOWN, N. Y., Sept. 11.—The Jamestown Fire & Casualty Underwriters Association at its annual meet-

ing elected the following officers: President, Addie B. Manley; honorary president (reelected), William A. Bradshaw; vice-president, Edmund S. Smith; treasurer, W. E. Stevenson; secretary, Harry Ingleson; directors, Royal S. Blodgett, Charles W. Jones and Harry A. Taber. Albert Dodge of Buffalo, president of the New York State Association of Local Agents, spoke at the meeting.

Form New Boston Agency

BOSTON, Sept. 11.—A new insurance firm has been formed in Boston under the name of Moore, Olive & Co., with offices on the ninth floor of the Insurance Exchange building. Harry E. Moore has been actively engaged in the insurance business for the past 30 years. Mr. Olive is an old time Boston insurance man and the partnership is the outcome of an intimate acquaintance between the two of many years standing.

Rochester Board Meets

The Underwriters Board of Rochester, N. Y., will hold its first fall meeting Sept. 19. Sergeant George Smith of the arson squad of the Detroit police department will speak. Sergeant Smith will

describe a number of the cases he has handled. City officials have been invited to attend the meeting.

McQuistion Heads Erie Agents

ERIE, PA., Sept. 11.—I. D. McQuistion was elected president of the Erie Association of Insurance Agents at its annual meeting here. H. L. James was elected secretary and C. V. Faulkner, treasurer. The association is composed of the principal fire and casualty agencies in the northern Pennsylvania field.

Eastern Notes

George Golden Dexter, president of the Dexter Agency, Batavia, N. Y., died at his home following an illness of only a few hours. He was stricken with heart disease. Mr. Dexter, who was 73 years old, founded the agency bearing his name nearly 25 years ago and had operated it successfully since that time.

The fire which swept through the main building of the Mathieson Alkali Works at Newark, N. Y., caused a much heavier loss than was first supposed, officials have found following an inspection of their property. The loss will reach \$150,000, it is said, instead of the original estimate of less than one-third of that sum.

MOTOR INSURANCE NEWS

RECOVERS FROM WAREHOUSE

Company Paying Loss from Negligence in Storing Entitled to Sue in Name of Insured

In Smith vs. United Warehouse Company, supreme court of Kansas, 255 Pac., 1115, Smith stored an automobile with the defendant warehouse company. The automobile was stolen from the warehouse, and when subsequently recovered had depreciated about \$1,800. Smith carried insurance on the car, and the insurance company paid Smith for his loss under the policy. Following this Smith brought action for the benefit of the insurance company by virtue of the subrogation clause in the policy. Smith recovered a judgment in the lower court, in the sum of \$1,060, the amount the insurance company had paid him, and on appeal the higher court in affirming this judgment, said:

"Defendant was a wrongdoer; the damages occasioned by its conduct exceeded the amount of insurance, and it was liable for the entire loss. In such cases the law requires that the suit be brought by the insured, and the requirement is made for the benefit and protection of the wrongdoer."

"While complaining that the subrogation agreement was not pleaded, defendant complains the agreement was introduced in evidence. The agreement was of no importance. Without it the insurance company was privileged to recover in plaintiff's name, by way of subrogation, the amount paid to discharge its liability to the insurer, and under the agreement, whatever its terms, the insurance company could recover no more."

Martindale Public Relations Head

W. T. Martindale, director of organization of the Indiana Farm Bureau Federation for six years, has resigned to become head of the public relations department of the State Farm Mutual Auto and the State Farm Life of Bloomington, Ill. His new work will take him into 23 midwest and western states where farm bureaus are affiliated with the Bloomington companies. Mr. Martindale will retain his residence in Indianapolis.

Issues Aircraft-Motor Policy

SAN FRANCISCO, Sept. 11.—The Fireman's Fund group has announced a new form of policy designated as "aircraft and motor vehicle property damage." This policy covers in a comprehensive, non-technical way not only damage caused by aircraft and articles dropped therefrom but, without additional premium, it also covers, with a \$25 deduct-

ible clause, any damage caused by motor vehicles to the insured property.

The policy is written at a rate of 5 cents per \$100, with a minimum premium policy charge of \$5, and according to company officials, includes the so-called "bridging the gap" clause, which covers fire ensuing from any of the hazards enumerated. The policy form blankets coverage over buildings, private garage and contents, but is applicable only to dwelling houses and/or private garages and the contents.

Club Members Can't Get Profits

OLYMPIA, WASH., Sept. 11.—Any profits resulting from the invasion of the insurance business by the Automobile Club of Washington must go to officers of the club and under no circumstances are to be returned to club members. That is the ruling of Commissioner Fishback, who also declared that any insurance company making an arrangement to offer its policies to members of the club would not be permitted to offer members any inducements that were not also open to the general public. Two mutuals and two stock companies are dickering with the club and the club will shortly announce a new insurance arrangement to replace one with the Western Automobile Mutual, which recently failed.

Another Service Club Licensed

SAN FRANCISCO, Sept. 11.—Another automobile service club has been licensed in California under the new law passed at the last session of the state legislature. Commissioner Mitchell announced this week that the insurance firm of E. Broox Randall & Sons, Hollywood, Cal., had met all the requirements of the new law and a license had been issued.

Urge Drive for Collision Business

NEW YORK, Sept. 11.—Fire company managers are urging their agents to seek automobile collision business aggressively just now, feeling that under the new scale of deductibles, which range from \$25 to \$500, with correspondingly lower premiums, many motorists who heretofore have felt the cost of the coverage to be prohibitive could be interested in the matter, were it properly presented to them.

Hail Damage to Autos Heavy

As one result of the hail storm that visited the Connecticut River valley Aug. 1, it is estimated close to \$100,000 damage was suffered by automobiles through ripped tops, broken glass and severely marred body finish. Under a recent ruling of the Eastern Automobile Underwriters Conference, tornado and windstorm coverage may be included under the minimum premium of \$5, in all cases where the fire, theft and tornado rates produce less than this minimum. Previously it was necessary to add the tornado and windstorm charge to the fire and theft minimum rate. The present concession is being a very real one to policyholders and should serve to still further popularize the coverage.

SALES IDEAS AND SUGGESTIONS

Helpful Hints for Fire and Casualty Insurance Producers

Dodge Offers Accident and Health Sales Suggestions for Agent Who Is Operating a General Insurance Office

Some valuable suggestions for the selling of accident and health insurance were given by Albert Dodge of Buffalo, president of the New York State Association of Local Agents, in opening the discussion on "The Value of an Accident and Health Department to a General Office" at the annual meeting of the National Association of Insurance Agents at Detroit this week.

"It is important to the accident and sickness branch of the business," said Mr. Dodge, "to see that each policy is properly sold and that your assured understands just what he has and what you are selling him. Have the trouble, if any, at the time the business is sold rather than when the claim is presented as I do not know of anything more disappointing than after a man has had a serious accident or illness than to have to advise him owing to some restriction in his policy his claim cannot be recognized. He immediately becomes a dissatisfied customer and it is astonishing to what ends a man will go in advising other men to keep away from this form of insurance, as he feels that whether he was right or wrong he has been deprived of something which he feels rightly belongs to him.

First Five Minutes of Sale Talk Most Important

"One of the most important points in solicitation is the opening. Tact is very important. In the first five minutes of your talk you should be able to tell whether your introduction is proper or not. You will also be able to tell whether your prospect is very busy or is in a bad humor, and if you realize this, gracefully withdraw, leaving an opportunity to call again. Fit your talk to your man. Try to talk to him from the standpoint of one in the same business. Make your arguments as to why he needs insurance fit in with his line of business. If he is a butcher talk with him in butcher's language and he will understand. Always keep before you the fact that you are talking to a man who does not know anything about your business. Make up your mind as to just what form of policy would be best fitted to the needs of the man and stick to it. I do not know of anything that is more confusing than to go from one policy to another. Remember you are talking to a novice, not to an insurance man.

Don't Use All of Your Ammunition on First Call

"Unless you feel reasonably sure of writing a policy upon the first call do not use up all of your ammunition so that you may have the opportunity for a back call.

"Your time is valuable. Therefore, if you have reason to believe that the man to whom you are talking is a poor physical risk whom the company will not accept, do not waste his time as well as your own, and do not follow a hit and miss method of canvassing your territory.

Cold Canvass, Selected Lists, Both of Value

"There are many plans put forth by successful agents for soliciting. A great many men make a real success of a cold canvass. The speaker's experience in this form of soliciting in the early days was good. He was told that if a man

had time to read a newspaper he had time to spare to be given information regarding accident and sickness insurance. This is a good rule to follow.

"Another system that has been found successful is the writing of letters to not more than ten people a day picked from the directory or telephone book, men who are holding executive positions as president, vice-presidents, secretaries, etc., who would naturally be in a position to pay for this form of protection advising that you will call upon them on a certain day and would be pleased to have them give you a few minutes of their time to allow the presentation of a matter of considerable importance to them.

Offer Special Proposition for Men in Particular Line

"Another form of soliciting which has been successful is to take a list of men operating in the same line of business, use a form of policy and amounts and advertising which you think would cover their particular needs, make a special solicitation of these people, advising them that this is a special proposition made up for men in their particular line of business. It gives you an opportunity for approach and gains an interview and in many cases it produces results as it appeals to the individuality in the man. Every man likes to think that anything you present to him is made up particularly to fit his needs.

"Of course, it is needless to say that you should know your own policies in every way, so that, no matter what question is asked, you have a prompt answer, always remembering that the answer must be in the simplest words possible so that the average person can fully understand.

Differences of Opinion in Regard to Advertising

"There are a great many differences of opinion regarding the use of advertising matter. It is a large question. A great deal of money can be wasted. Personally I feel that advertising matter has two missions to accomplish. It will not accomplish either without the agent.

"First, in circularizing, the advertising matter sent out by mail is the entering wedge for a personal call later. Second, the advertising matter left with a prospect is for purposes of reference when he is considering the proposition after the agent has gone. These two purposes it will accomplish. The rest is the part of the agent.

Personal Element Lacking When Advertising Is Used

"Personally I have had the best success in not using very much advertising matter. I have invariably found that the prospect will say that he will look the advertising over, but as he is busy he leaves it until you call again and then advises you that he has not had an opportunity. Here also the personal proposition does not enter in where general advertising is used.

"The speaker prefers the use of a slip of paper taken off the prospect's desk and certain high spots in the policy that you are selling being written down in pencil in diagram form on this particular piece of paper. This appeals to the personal element again, and has proven

to be much more successful than the general printed circular.

Changes in Business Life Have Broadened Field

"There are constant changes in our business life that have created a very large demand for this form of coverage and the field has broadened quite considerably owing to the fact that there is a feeling in a great many organizations that the important executives or men whose absence would seriously impair the earnings and profits of the organization should be covered by accident and sickness insurance. The forms of policies have been broadened so that practically any form of coverage can be procured and it is possible to fit a policy to any requirement.

"It is also being used to cover individual partners so that in case of disability of either one the loss to the business can be made up to a certain extent by this coverage.

Heavy Demands on Average Man's Resources

"Another reason for its saleability is that the average man today with dependents is called upon so heavily for the many things that are required that his income would be seriously impaired should he meet with a severe accident or sickness, and by the use of this coverage he can obviate that possibility.

"Do not solicit expirations of other agents' business. It only causes confusion in the mind of the prospect, as the other agent is going to come back with arguments to hold his business. As I said before only about 10 per cent of the available business has been written, so don't waste the time of other agents as well as your own. Create new business."

BUSINESS IS AVAILABLE FROM ART OBJECT OWNERS

In almost every community are persons who own some kind of fine art object. The older the object may be, the greater, usually, its value. Special insurance for such objects of art is available, but the owner usually will not know it is available unless some local agent tells him. Many local agents about the country do a considerable volume of business by insuring the paintings, etchings, statuary, tapestries and similar objects of their clients. The policy is an all-risk contract, covering while the insured art objects are in the owner's home, in transit to an exhibition, or in a gallery. The number of companies writing this all-risk form is steadily increasing, and no local agent, therefore, will have any difficulty placing the fine art business he develops.

Regular Follow-Up of Clients Urged

"The modern sales agent of any product," said Floyd A. Allen, assistant to the president of the General Motors Corporation, in an address to the convention of the National Association of Insurance Agents this week in Detroit, "is not content when the sale is consummated. There must be a regular follow-up of every sale, an analysis of the reasons for that sale, an intimate and accurate knowledge of the background, so to speak, of that sale, all in preparation of another sale to be made next year. A strictly modern, intelligent automobile salesman for instance, must know almost the entire family history, prospects, business, connections, etc., of every buyer in his district. This knowledge is essential in enabling him to approach his customer with the statement that: 'Two years ago last February, you bought your present machine from me and so far as I know it has given you pretty satisfactory service. Aren't you ready now to consider a new one?' Or a question something like this: 'I believe your oldest son is about 20 years old. Aren't you about ready to consider one of our small cars for him?'"

"This is what I call an intelligent approach. It can be based on a move of the family from one location to another, or a change of position, a promotion in business, which ordinarily carries an increase of salary. Such an approach implies a knowledge of conditions as they exist. It is complimentary in its nature and expresses a certain cooperation of interest, all of which is conducive to a courteous reception. And still, with all our talk about intensive selling, there are very few firms indeed who follow up their sales to anything like the degree which I have indicated. The field of new prospects which might be uncovered by such measures is almost unlimited. That criticism, if you call it such, applies to your business."

ALL-RISK FLOATERS FOR EXHIBITS AT CONVENTIONS

Local agents have the opportunity of adding to their income by watching chances to write all-risk insurance for exhibitors at conventions and other gatherings. There are many exhibits at conventions and frequently these are quite valuable. Frequently there are books exhibited and apparatus that runs up into money. By keeping in touch with the secretaries of organizations or managers of conventions, the names of exhibitors can be procured.

Surety Man Must Gain Confidence

Surety bonds are the most fascinating and at the same time the most difficult to master of any line written by casualty or fire companies, said R. W. Thompson of the Kirkpatrick-Thompson Company, Dallas, Tex., at the National Association of Insurance Agents' convention in Detroit this week. Not only must the agent have knowledge to handle the business, but he must refrain from talking about the business affairs of other people given him in confidence. A bond man of necessity, he said, must be qualified to play the roll of banker, lawyer and financial adviser for his client and at the same time have sense enough not to try to replace the lawyer but rather recognize the need of one. He said when

an agent gets on this basis he is naturally able to learn more about the innermost working details of his client.

In counselling contractor clients, said Mr. Thompson, the agent should never let the thought of the commission sweep away his better judgment. The customer who repeats many times and whose contracts grow steadily in size and number is to be desired and sought after, he said.

The way to develop a surety business, said Mr. Thompson, is through intelligent service. If an agent is not well enough informed regarding his own business to run it on its merits he is not entitled to the business. Business should and usually goes to the man who does the work.

Decisions of Interest to Accident and Health Men

CONTRIBUTED TO HIS DEATH

Assured Contracted Cancer and Court Found It Was Chief Cause of His Demise

Where Cancer Contributed to Insured's Death Held Death Was Not Due to Accidental Means within Terms of Insurance Policy.—In *Cretney vs. Woodmen Accident*, supreme court of Wisconsin, 219 N. W. 448, the defendant issued an accident policy to one Cretney which provided certain payments in the event of the death of the insured through violent, external and accidental means and entirely independent of all other causes. While dragging a log, the insured fell and suffered a severe pain across his abdomen. He was taken to a hospital, operated upon, and died soon thereafter.

Cancer Was Found

The surgeon stated that the operation disclosed the fact that the insured had been for a considerable period of time afflicted with cancer, and that this growth was at least a contributing cause of his death. The company denied liability on the ground that his death was not accidental within the terms of the policy. The beneficiary filed suit and recovered judgment in the lower court. On appeal, the higher court in reviewing the record, and in reversing this judgment.

Death Not Due to Accident

"It is considered that, . . . of the cases cited, it must be held that death in this case was not due to violent, external, and accidental means, entirely independent of all other causes. While the doctors did not testify that rupture of a blood vessel was ordinarily to be expected under the circumstances disclosed, they had the situation before them, and, in the light of their expert knowledge, testified that the cancerous condition was at least a contributing cause of death. This leaves no room for a jury finding that the cancerous condition was not a contributing cause of death within the meaning of the policy, and death could not therefore have been due to an accident entirely independent of all other causes.

Disease Was Cause of Death

"It is fully realized that there may be cases which are to be distinguished from this case, although apparently similar. The holding here does not mean that a man must be in perfect physical health in order that there may be a recovery on an accident policy such as the one in suit here. A man insured may be in advanced years, he may be suffering from some disease which has weakened his resistance, yet he may be the victim of an accident which is the sole cause of his death, although death might have been less likely had he been in a better physical condition, but this case is not such a case. Here the disease itself, according to the testimony of the physicians, was a cause of death, at least concurring with the accident to produce the result, and, in the opinion of one physician, the sole cause of death. . . . Judgment appealed from is reversed, and cause remanded, with directions to dismiss the complaint."

The possibilities of the accident and health insurance business are unlimited. If you take the sales training course in accident and health lines conducted by The National Underwriter. The first lecture will convince you. Write for free booklet, "Six Honest Serving Men," to 420 East Fourth street, Cincinnati, O.

NOTICE IS HELD SUFFICIENT

Time Limit Based Not on Beginning of Sickness but of Disability, Arkansas Court Holds

In an action on a policy insuring plaintiff against loss of time on account of disability from illness, the policy provided for payment of a stipulated sum in case of disability resulting from sickness and for notice to the insurer "within ten days after the commencement of disability from such sickness." It also provided that "indemnity will be paid for such illness only for the time the insured is under the professional care and regular attendance of a legally qualified physician or surgeon, at least once in every seven days." The insured became ill about July 4 but was not confined to his bed until Aug. 15. Even after that he went back to his store, over which he continued to exercise supervision. He did not go under the care of a physician "at least once in every seven days" until in September. He gave the notice provided for in the policy within ten days of the time he went under the care of the physician.

Recovering from Illness

Held, that plaintiff could recover, for the notice so given was a sufficient compliance with the requirement of the policy. The policy provided for indemnity against disability and no indemnity was to be paid until disability began. The plaintiff claimed no indemnity until he asserted his disability. The jury had the right to find that plaintiff gave the notice within ten days of the time when he had reasonably concluded that his disability had begun. The insurance was not against sickness merely but against disability caused by sickness, and, therefore, the jury was warranted in finding that due notice of the disability was given.—*Peerless Casualty vs. Daniel*, Supreme Court of Arkansas.

Beneficiary Relationship Statement Voids Policy

In *Boyer vs. United States Fidelity & Guaranty*, District Court of Appeals, second district, California, 266 Pac. 307, defendant issued an accident policy to Dora M. Rose, for \$15,000. Dr. C. E. Calm was named as beneficiary and described as the brother of the insured.

The policy provided that if false answers to certain questions were given in the application they would tend to void the policy. On the death of the insured it developed that the beneficiary was not her brother as had been represented by the insured.

Higher Court Reversed Decision

On the state of facts the defendant denied liability on the ground that there had been a false statement made by the insured in the application for the policy which voided the latter. Suit was filed, and the trial of the cause resulted in a judgment in favor of the plaintiff. On appeal the higher court in reviewing the record and in reversing this judgment, said:

"Here the position of defendant was altered to its risk, and this was brought about by the false statement of the applicant, which must have been intentionally and wilfully made. Plaintiff cannot escape the result of the provision of the application by claiming that the false statement was not material, if indeed it be held that the statement in question was immaterial, since the con-

tract provided that a false statement would void the policy in either of two events, if the false statement should be material to the acceptance of the risk, or, if made with intent to deceive.

Must Show Insurable Interest

"By the plain agreement of the parties the materiality of the false statement is of no consequence if it was made with the intent to deceive. It is a matter of common knowledge that one may not obtain an insurance policy upon the life of another in whom the applicant has no insurable interest. It is not so generally known, however, that the rule is otherwise when the applicant obtains the policy on his own life. * * *

"It can be well argued that the applicant in the case at bar made the false statement in question in the fear that the application would be refused if the truth were known. Such action on her part would certainly be taken with intent to deceive. Our conclusion on this point will necessitate a reversal of the judgment, notwithstanding the finding of the trial court. * * *

"The judgments are reversed. It is further ordered that the cause be remanded to the superior court, with directions to render judgment for the defendant in both actions upon the respective findings of fact as herein amended and upon the payment into court for the plaintiff the sum of \$720, the total amount of the premiums received by defendant on the two policies."

DEATH FROM HEART TROUBLE HELD RESULT OF ACCIDENT

The main question is whether the insurance company was, on all the evidence, entitled to directed verdict. In 1925, appellant issued to Dority an accident policy, and an automobile supplement. He was a strong, healthy man, 37 years old, weighing about 180 pounds, and had never been ill. On Sept. 3, 1927, while riding in the rear seat of an automobile, the car tipped over toward the left, breaking the glass and wrecking the body. He was thrown against the side of the car, bruising his shoulder and pushing his arm violently against his left side and (in some way not shown) spraining his right wrist. The evidence warrants, perhaps requires, a finding that from the time of the accident on Sept. 3 until his death on Oct. 30, he was progressively a very sick man. The attending physician testified that in his opinion the cause of his death was "heart trouble, following the injury, from the automobile accident." The insurance company denied liability; but demanded on Dec. 21, 1927, the exhumation of the body and an autopsy. This took place 11 weeks after death. The autopsy disclosed evidence, which, in the general opinion of the doctors, tended to show that the immediate cause of Dority's death was acute endocarditis or inflammation of the lining of the aortic valve of the heart. Held that the jury was warranted in finding that the hurt was the cause of his death, without also finding that the theory of bacterial infection, as a link between the hurt and his death, was established. Judgment for insured affirmed. *Aetna Life vs. Allen*, et al., U. S. C. C. A., 1st Cir. (Me.)

Double Indemnity Applies

Where a person is intending to take passage on a street car and is attempting to enter the car and has one foot resting on the step of the car and one hand on the hand rail of the car, and while in this position the car door is closed, catching his foot, so that he cannot alight from the car, and he is carried a short distance in this manner, held that he is "riding as a passenger in or upon a public conveyance (including the platform, steps or running board thereof)," within the true intent and meaning of a "double benefit" clause in a policy of accident insurance. *Boyd vs. Royal Ind. Ohio Supr. Ct.*

Disability Not Immediate in Germ-Accident Case

CLAIMANT CANNOT RECOVER

New Angle Given to Issue That Has Disturbed Accident Companies by Washington Supreme Court

The recent rulings of various state courts to the effect that the introduction of germs into the human body is an "accident" and, therefore, covered by an accident policy, which have caused much concern to companies writing that form of coverage, have been given a new turn by a decision of the supreme court of Washington in the case of *Lewis vs. Preferred Accident*, 275 Pac. 707, which seems to open up to companies that require immediate disability from date of accident a way to contest claims of that sort.

In this case the plaintiff, who carried an accident policy, became infected with typhoid fever germs and about two weeks later was taken down with typhoid fever. The suit was based on the contention that his disability from typhoid fever was the result of an accident. To recover under the policy, he was required to be disabled from date of accident.

What the Court Held

The trial resulted in a judgment for defendant. On appeal the higher court in reviewing the record and in affirming this judgment said:

"It will be assumed, but not decided, that the facts stated show an accident within the meaning of the policy. If this be true, then the accident occurred when the typhoid bacilli entered the appellant's system, which was two and one-half or three weeks prior to the time that he became ill or, knew that there had been an accident. Giving effect to this assumption for the purpose of this case, the appellant for recovery must rely upon a provision in the policy as follows:

"Or, if such bodily injury . . . shall directly, independently, and exclusively of all other causes and from date of accident wholly and continuously disable . . . the company will pay. . . ."

Date of Accident Enters

"It will be observed that under this provision of the policy there is an agreement to pay providing the bodily injury shall directly, independently, and exclusively of all other causes and 'from the date of the accident, wholly and continuously disable.' The controlling question is whether it can be said that the appellant's disability, which did not occur until two or three weeks after the accident, if there were an accident, began 'from the date' of the accident. . . ."

Language Is Plain

"In the policy the word 'immediately' is not used, but it is specifically stated that there can be no recovery unless 'from the date of the accident' there was complete and continuous disability. This language seems so plain as to not call for a construction. Its meaning is evident. It appears from the facts stated that the appellant did not become ill for more than two weeks after he was infected with the typhoid bacilli. He was not, therefore, from the date of the accident wholly and continuously disabled. The facts do not bring him within the plain language of the policy.

Requirements Satisfied

"It is undoubtedly true that, if the bodily injury results substantially from the date of the accident, the requirement of the policy is satisfied. It cannot be said that a disability which arose more than two weeks after the accident, and of which the insured had no knowledge thereof until three weeks thereafter, occurred from the date of the accident. . . . The judgment will be affirmed."

WHY

Does One Agent Make \$1500 While the Other Man Makes \$7500?

This question has often been asked of the Casualty business and the answer is—**THE \$7500 MAN KNOWS HIS ENTIRE LINE AND IS CAPABLE OF GIVING REAL SERVICE TO HIS CLIENTS.**

The insurance placed by the \$1500 man is usually **BOUGHT** from him when old insurance runs out. The insurance placed by the \$7500 man is **SOLD** by him: **HE CREATES NEW CUSTOMERS AND SELLS ALL LINES TO HIS OLD CLIENTS** because they realize that he is capable of rendering the best possible advisory service to them in their insurance requirements.

The small man gets some business but not all because he is timid about soliciting the lines with which he is not familiar. The big man makes the money because he is able to solicit any and all lines of the Casualty and Surety business—he understands them all.

THERE ARE MORE POSSIBILITIES FOR INCREASE IN THE CASUALTY BUSINESS THAN IN ANY OTHER LINE OF INSURANCE. LOOK AT THE FOLLOWING STATISTICS:

Known Fidelity losses are about \$200,000,000 per year, while the premiums from Fidelity Bonds are only about \$50,000,000 instead of about \$350,000,000.

Out of 22,000,000 automobiles in this country, only 3,000,000 are insured — 19,000,000 good prospects, now untouched and going to waste. (Is this not an unusually good opportunity?)

Casualty and Surety lines are not difficult—they only seem so because there are so many of them. Knowledge does not come by inspiration—study is necessary.

The Sales Training Course in Casualty and Bond Underwriting will fit you to go out and sell those lines that you have never touched before. It will aid you in finding prospects; aid you to sell them the right coverage and to sell all lines to your clients.

**Use The Coupon For
Free Booklet**

The National Underwriter Company

420 E. 4th Street, Cincinnati, Ohio

Gentlemen: There are several Casualty and Bond lines which I want to push harder. Please send to me without obligation your booklet, "Income Building Knowledge" describing The Sales Training Course in Casualty and Bond Underwriting.

Name

Company

Address

IF—

"Tellect thou me of 'ifs'?" cried Richard III,
"Thou art a traitor: Off with his head!"

Hopeless word! Helpless word! Weakling of the Dic-
tionary! Master word of alibis! The ever serviceable
excuse: *If it hadn't happened— If I had only known—
If I had sold when—*

"If wishes were butter cakes, beggars might bite."

Somewhere beyond the borderland of fact and real ex-
perience, far out on the seas of fancy and day dreams, lies
the wonderful "Island of *If*."

No profitable reflection begins with *if*.

Fatalists may display their *ifs*; but men of prevision are
not iffers!

We will hear in the years coming, as we have already in
the short past, Insurance men say: "*If* I had only accepted
an Agency Franchise with the Standard Surety when—"

"Off with his head!"

. . . and let's hear from Insurance Men of prevision
who would care to consider representation with this com-
pany."

Casualty
Insurance



Fidelity
Suretyship

Standard Surety & Casualty Company OF NEW YORK

80 John Street, New York, N. Y.

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JOHN R. ENGLISH
Vice-President

FRANK G. MORRIS
President

CHARLES E. HEATH
Vice-President and Secretary

The National Underwriter

September 12, 1929

CASUALTY AND SURETY SECTION

Page Forty-one

Company Claim Men in Meeting

Large Attendance Registered at Hot Springs, Va., Gathering of Association

CONSTITUTION AMENDED

Many Interesting Addresses on Vital Topics Feature Program in Annual Session

HOT SPRINGS, VA., Sept. 11.—President Harry P. Gallaher called the annual meeting of the International Claim Association to order here Monday morning. Members were welcomed by H. H. Byrd, commonwealth attorney of Bath county. About 200 members and guests were in attendance at roll call.

Mr. Gallaher, who is superintendent of the bureau of investigation, Mutual Life of New York, read his presidential address.

President Gallaher's Talk

President H. P. Gallaher in his address said that for many years large portions of the public regarded the claim department as the means instituted by insurance companies to avoid just liabilities. They failed to recognize that the companies like all other business firms must watch expenditures closely. They lose sight of the fact that no reputable company wishes to avoid the payment of a just obligation but that all claims must be scrutinized in order that fraudulent and unjust claims may be detected and denied. He said that by inculcating its standards into so many companies engaged in the handling of claims and by welding claim practice into a homogeneous method, the International Claim Association has demonstrated to policyholders, agents and beneficiaries that claims are properly settled and that in the variety of cases they are expeditiously handled.

National Figure Speaks

Tuesday's session opened with the introduction by President Gallaher of Frank B. Kellogg, former secretary of state, who expressed pleasure in meeting the claim men.

Chairman R. R. Harold of the attorneys and adjusters committee, who is an executive of the Pacific Mutual Life, reports his committee had completed its work and members requested to be discharged. As chairman of the membership and credentials committee L. D. Erion, Travelers Health Association, stated that membership had increased to 184 companies. John A. Millener, secretary of the International Association of Insurance Counsel, extended hearty invitation to attend the meeting of his organization Sept. 11 and 12.

E. L. Earl, Sun Life, Canada, chairman of the executive committee, praised

(CONTINUED ON PAGE 50)

Great Prosperity Growth Attributed to Insurance

Tremendous growth of insurance in recent years has been attributed by many observers to the unprecedented increase in prosperity in the United States, but a contributor to Travelers "Protection," amplifying one of the points made recently by President Louis F. Butler of the Travelers companies in an article "How Insurance Has Promoted Prosperity," believes this is putting the cart before the horse. Instead he hazards the opinion that insurance has released billions of dollars for investment or buying purposes which otherwise would have been tied up in small reserves against business depression, fire and other acts of God and man, thereby relieving both individuals and institutions of the "loss threatening" risks and permitting them to undertake the "profit promising" risks.

"American business institutions have made tremendous forward strides since the turn of the century, and particularly in the past 10 years," the contributor wrote. "Since 1922 we have been enjoying an era of prosperity such as never before been experienced in the history of the world. During this same period there has been a corresponding increase in the volume of practically every line of insurance in force.

Another Explanation

"Superficial observers have attributed the growth of insurance to the increase in prosperity. But isn't it barely possible that . . . insurance has enabled men to undertake these many 'profit-promising' risks, which have been so successfully carried forward until they now have become our great railroads, public utilities, industries and engineering projects? Is it merely a coincidence that the most heavily insured nation in the world should also be the leader in industry and prosperity?

"Every man has to take certain financial risks if he hopes to get ahead in the world. The man who wishes to enter a profession must spend thousands of dollars and years of time in securing his education and training—taking the risk that at the end he may find that he is not suited for the work for which he has trained.

"The man who quits a salaried position to become a salesman, or to enter a business of his own, takes the chance that the income he will be able to earn by his own individual efforts may not equal the income that he was previously receiving in the form of a salary. The merchant must invest a considerable sum of money in stock, fixtures and equipment, with no assurance that he will be able to conduct his business at a profit.

"But, while the acceptance of certain risks is almost essential to a man's success, the acceptance of too many big risks is almost certain to result in his failure. The more risks a man takes, the more likely that one out of that number will turn against him. And if a man's credit is stretched almost to the breaking point by the carrying of a large number of risks, an unexpected heavy loss can easily bring the whole structure tumbling down about him.

"There are two types of risks that every man who is on the road to achieve success must take. First, there are those legitimate business risks which might well be termed 'profit-promising.' And, second, there are such

risks as death, permanent total disability and severe accidental injury which threaten everyone. And such common dangers as: Loss of home or business property by fire or windstorm, loss resulting from liability for persons killed or injured by his automobile, or on his property, loss by burglary or theft and other similar losses that threaten every automobile or property owner.

Loss Risk Is Heavy

"If there were no way by which a man could shift from his own shoulders his share of these inevitable 'loss-threatening' risks these alone would constitute the full percentage of risk that he could safely carry. As a matter of fact, in many cases these alone would constitute a much greater percentage of risk than he could afford to carry, and to keep within the reasonable bounds of safety he would have to dispose of his automobile to obviate this risk, or build up reserves out of his earnings to provide against such contingencies as death, disability or fire.

"But where would a company find the money with which to expand, if it had to use its own surplus to build up a reserve to replace its present plant if it were destroyed by fire? What investment house would attempt to market a bond issue secured by business property, if much of the security might be wiped away at any time by fire? Could an investor afford to place his surplus funds in a speculative enterprise, if such funds were all that stood between his family and destitution in case of his death or total disability?

"Could he afford to place this money where it would not be readily liquidated, if he suddenly needed it to replace his burned home, or to meet a judgment for damages? Would a man feel free to spend his money for an automobile or a radio set, if his savings were all that his family would have to live on in case of his death?

"Thanks to the many forms of insurance, a man is now able to hand over most of these 'loss-threatening' risks to an insurance company, at an annual cost, in certain cases, of less than one-thousandth of the threatened loss. This leaves him free to assume some of the attractive 'profit-promising' risks which are presented to him, without danger of over-extending himself. This is the great contribution of insurance to American prosperity, and as it applies to business institutions as well as to individuals, its importance can hardly be over-exaggerated."

Big Haul Made by Bank Crooks

Six New York Financial Institutions Swindled Out of \$500,000

CARRIERS ARE AFFECTED

Shrewd Deal Brings Up \$3,000,000 Loss a Year Ago—Forgery Bond Experience Bad

News carried in daily papers throughout the United States last week telling of a \$500,000 swindle of six of the largest banks in New York City brought again into the limelight the operations of clever crooks who recently in two other operations got away with \$3,000,000 and \$450,000. The six banks are the Chemical Bank & Trust Co., Harri-man National, First National, Equitable Trust, Guaranty Trust and National City Bank, the first two having lost \$100,000 apiece and the other four \$75,000 each.

A man who represented himself as C. V. Waggoner and said he was president of the Bank of Telluride, Telluride, Colo., walked away with \$500,000 in cashier's checks, which are supposed to be as good as cash, after telegrams purporting to be from the American National Bank of Denver and other correspondents of the six New York banks were received in New York, Aug. 30, written in bankers' code known only to two or three high officials in each bank and supposedly signed by the American National officers.

Simple in Operation

The way the swindle was worked was simple. The telegrams instructed the six banks to deposit amounts mentioned in the Wall street branch of the Chase National to Mr. Waggoner's credit, which was done. The man who called himself "Waggoner" appeared at one of the banks and paid off the Bank of Telluride's indebtedness by checks drawn on the \$500,000 in the Chase National. His identification was simplified by the fact that he went to pay his bill, and once having been identified in one bank it was simple to pass himself off in the others.

Finally, he obtained a cashier's check for \$200,000 representing his balance at the Chase bank, and then vanished. Only then was it learned that the code telegrams were bogus. In Telluride it was said C. D. Waggoner is president of the bank. The American Bankers' Association and other financial agencies started a nation wide search for the man and Waggoner was arrested Tuesday at a tourist resort near Newcastle, Wyo. Dispatches said he admitted to officers that he sent the faked telegrams, that he had thought out the scheme carefully ahead of time, and that he was on the point of giving himself up when he was arrested. Waggoner absolved anyone else

(CONTINUED ON PAGE 40)

Adjuster Has Vital Function

La Mont Discusses Profession in Talk Before International Claim Association

OUTLINES QUALIFICATIONS

Metropolitan Vice-President Declares Claim Men Have Big Task Cut Out for Them

A meritorious claim is rarely if ever denied on purely technical grounds other than those of fraudulent intent or nefarious practice, but claims wholly without merit are built entirely upon technical misinterpretation or "empirical substitutions," Stewart M. La Mont, third vice-president of the Metropolitan Life, declared in his address on "Multiple Responsibilities of the Claim Adjuster," at the annual meeting of the International Claim Association at Hot Springs, Va., this week.

Mr. La Mont gave a highly interesting picture of the modern claim adjuster, a man, he said, who should have a keen sense of justice, sportsmanlike instincts for fair play, natural judicial temperament, logical mind with a flair for deeper analysis, imagination and a host of other qualifications, and in addition should be something of a lawyer, detective and doctor. The speaker said in part:

Adjuster Seeks Truth

"After all, the claim adjuster is most of all a seeker after the truth, nothing but the truth, and all of the truth.

"His first responsibility of course is to his company, for his primary duty is to serve it faithfully, but no less does he owe responsibility to the policyholders, individually and in whole, for his service to the company is but that of administering the rights of individual policyholders while, in whole, the policyholders are the company—and this is just as true whether it be a stock or a mutual company.

"He owes responsibility to the general public, for insurance of any kind is merely a form of public service, it is in the claim departments that that service is finally performed and it is by the work of those departments that the public measures the value of that service.

"And he owes responsibility to his business, its whole fabric as an entity, for it is not alone of the conduct of one company, or a few companies, but of the composite supplied by all that the fabric which is the business is woven, to be held up finally to the eyes of men.

His Is Important Post

"Finally he owes responsibility to the state to preserve accident insurance with its important value to the public and its little cost, to help stay the hand of the courts when at times they would destroy such a public service by wiping out the line of demarcation between injury and disease, between death due to injury and death due to disease, between accident and life and health insurance.

"If accident insurance is to continue to exist the adjusters have important work to do not only in such efficient preparation of cases as to guide judicial reasoning into proper channels but also to aid and advise in such alteration or perfection of the policy contracts as will contract or render ineffective such far-reaching distortions of the obvious intent and purpose of accident insurance.

"The business of accident and health insurance is still in its youth. It was born of adventure and swaddled in

Before Claim Men



STEWART M. LA MONT
Third Vice-President Metropolitan Life

American Surety Figures Show Big Gains for Year

NEW YORK, Sept. 11.—Unusual interest attaches to the Aug. 31 statement of the American Surety, inasmuch as the figures disclosed are the first that have been made public since the company acquired the New York Casualty, and the capital of the American Surety was increased from \$5,000,000 to \$7,500,000. The present figures show total assets of \$31,435,584, an increase of \$7,807,311 since the beginning of the year. Within the same period the capital, surplus, undivided profits and voluntary reserves increased \$7,219,866, and now stand at \$18,347,697. The net earnings from underwriting and investments for the first eight months of the year totaled \$1,342,977, in addition to which there was an appreciation of \$976,889 in the value of security holdings. After paying dividends of \$600,000 and setting aside \$550,000 as special voluntary reserve, \$1,169,866 was added to the undivided profits account.

In addition to the fidelity and surety lines heretofore written, the American Surety through its subsidiary, the New York Casualty, is now writing practically all classes of casualty business.

Illinois Casualty Expanding

The Illinois Casualty of Springfield, Ill., formerly the Illinois Motor Casualty, has been confining its business largely to Illinois, having a large agency plant in the state. It is entered in Indiana but has not pushed its business to any great extent there. It has applied for a license in Michigan and will likely enter another state or two. The Illinois Casualty writes full cover automobile insurance and is very ably managed.

ignorance. In absence of charted experience or scientific data it had to grow on a system of trial and error. But it has survived and has justified its being. Today it is a fount from which flows a constant stream of dollars, aggregating many millions annually, that saves sick and injured men from worry or privation, that supplies the means for adequate care and treatment and thereby saves or lengthens life, that rescues suddenly bereft families from despair and provides for education of those who thereby may become shining lights of another generation.

"The claim adjuster is the immediate instrument through which this beneficent service is performed. His is a glorious privilege and a solemn duty."

Penalty Statutes Offer Problem for Companies

Only the most lenient state laws imposing monetary penalties on carriers beaten in litigation over losses have been before the United States Supreme Court, and even then every opinion upholding their constitutionality has been rendered by a divided court, Wayne Ely, St. Louis insurance attorney, declared in his address at the convention of the International Association of Insurance Counsel at Hot Springs, Va., this week.

Mr. Ely, whose subject was "Statutes Which Impose Penalties Against Insurance Companies for Vexatious Refusal to Pay a Loss," expressed the belief that many of the worst statutes, particularly those of Florida and Arizona which award penalties to insureds "as a mere consequence of success in suits" against carriers, would be held unconstitutional if they were to be determined by the federal judiciary. Mr. Ely said in part:

Address in Brief

"The courts should know that the great and overwhelming majority of insurance companies today do not refuse payment of claims without the best of reasons, and judicial cognizance should be taken of the fact that the penalty statutes are but usurpations of arbitrary power, so serious and so great a departure from the structure and spirit of the constitution that to uphold and enforce them means to bend the constitution until it snaps asunder, and becomes, as Mr. Justice Brewer in the Ellis case said, 'a mere rope of sand.'"

"I cannot bring myself to believe that any of these statutes afford equal protection under the federal constitution. But, since there seems to be no present relief, I believe that the Missouri statute as interpreted by the Missouri courts is less severe than any other—unless it be Tennessee.

"Since the Ellis case, the Supreme Court of the United States has held that

statutes assessing penalties and attorneys' fees against railroad companies for failure to pay bona fide claims are arbitrary and unfair, and therefore repugnant to the 14th amendment.

"While our courts have consistently held that the whole question of vexatious refusal or delay is a matter of fact to be determined by the jury . . . the same courts have repeatedly held that vexatious refusal is not to be deduced from the mere fact that upon suit the verdict is adverse to the defendant.

"An abundance of cases may also be found holding that the company has the right to summon to its defense all the weapons at its command, so long as it has reasonable grounds to believe that its defense is meritorious.

Classifies Statutes

"It was my original purpose to present the views of the courts of the last resort in each state. I soon found that to do so would be an endless task.

"The statutes may be roughly classified as follows:

"1. Those which impose a penalty only when the delay is vexatious, or made in bad faith.

"2. Where the policy loss is not paid within the time prescribed by the statute.

"3. Where the penalty is assessed only upon showing of additional expense or damage.

"4. Where the penalty is awarded as a prize if it appear to the court or jury that the refusal to pay was vexatious, and

"5. Where the penalty follows as a mere consequence of success in the suit.

"Some of the statutes fall in two or more of these classes. As has already been indicated, Tennessee is in a class by itself in that it provides for a penalty against the unsuccessful plaintiff who hales the insurance company into court without good cause."

Missouri Agent Tells of Defunct Auto Reciprocal

When Sam Baston of Warrensburg, Mo., has something to tell the town about insurance he tells it, without any beating around the bush, in space big enough for every one to see, and in language simple enough for every one to understand. When the Federal Automobile Insurance Association went bankrupt and its 18,000 Missouri policyholders were assessed one yearly premium for each four years, dating from 1924 to 1927, in order to raise \$1,200,000, Mr. Baston felt that it was high time to speak loudly, time to warn the car owners of Warrensburg, what they could expect if they insured in other than a stock insurance company. The "Hartford Agent" tells how Mr. Baston ran a four column advertisement in the "State Journal," his local paper, to do just this. The "ad" had no signature except the slogan, "Send for Sam." It didn't need one. Years of consistent advertising, years of acting as insurance counsellor for his town have given Mr. Baston the right to sign himself "Sam." Every one knows who "Sam" is. They'll take his advice.

Franklin Surety Forging Ahead

The premium income of the Franklin Surety of New York City in August, its management reports, aggregated \$117,096, an increase of nearly \$9,000 over that for the same period last year. The company continues to show steady gains month after month and will likely close its first year of operations with a premium income of \$1,000,000.

Preferred Accident Now Organizing Running Mate

The Protective Indemnity is being organized as a running mate of the Preferred Accident. It will be a multiple line company. The amount of capital and surplus has not been definitely determined. The incorporators are all allied with the Preferred Accident. The Preferred Accident has made a real success in the business and is known primarily as an accident company.

Surety Rebating Evil Curbed, Says Arbitrator

At the meeting of the Iowa Association of Insurance Agents at Fort Dodge last week, G. K. Thompson, who was appointed arbitrator for Iowa last spring by the Surety Association of America, in an effort to curb rebating, said that the institution of a definite system of handling the rebating evil and the knowledge that there is a punishment provided could be proven, has done much to clear the atmosphere. He said that although there is still much to be accomplished he feels reasonable progress has been made in clearing up the formerly deplorable situation. Mr. Thompson's talk is given at greater length in the special Iowa Agents' Number which is sent out this week to the subscribers of THE NATIONAL UNDERWRITER.

Ives Raps "Nurse Maid" Tendencies in Government

Plea for cooperation of all industry and business in the fight against government usurpation of the rights and functions of private business characterized the address of Henry Swift Ives before the convention of the Pennsylvania Electric Association at Bedford Springs, Pa.

Mr. Ives attended as a representative of the Association of Casualty & Surety Executives to urge that lessened zeal on the part of public utilities, insurance or other businesses in the effort to keep government out of business would dangerously affect all, and might result in destruction of our democratic form of government and of the right to own property.

Excerpts from Address

Mr. Ives said in part:

"It may surprise you, as it does most people, to know that the institution of insurance is one of the greatest sufferers from government ownership propaganda. This is especially true of that wide field comprehended within the term casualty insurance. Seventeen states already have gone into the business of selling workmen's compensation insurance and in seven of these private companies are not permitted to compete with the state fund, the state enjoying a complete monopoly. Pennsylvania even has a state fund.

"The greatest single danger from state insurance is the fact that if the state takes over the business the immense reserve and surplus funds maintained for the protection of policyholders will become an easy prey for spoilsmen. These funds would be available for political speculation, for the purpose of gaining control of public utilities, mills, elevators, packing plants and other properties which it might be desired to socialize and for the subsidizing of classes, blocs and parties.

"It is this real 'money in sight' at which the demagogues are looking with greedy eyes, and the radicals are furthering the movement towards state insurance well knowing that it is a short step from the control of insurance with its immense investments in other properties and the socialist millennium.

"Intemperate and arbitrary political

interference with private enterprise is the greatest present day menace to continuing American prosperity. We are forging ahead rapidly because the dynamic power of individual initiative is able to overcome the braking power of governmental meddling. But if the time ever comes when this braking power checks or unduly retards the forward movement then our prosperity will become a part of our mythology and the government will become the national nurse-maid.

"It unfortunately is true that the idea that the government should act as a nurse to the citizen in his principal social and economic activities has made such headway that it actually is threatening the vitality of our democratic institutions.

Old Theory Passing

"The old qualitative theory of government which held that the government which governed least governed best, rapidly is being scrapped. In its place we have the quantitative theory which holds that to be governed is the chief end of man.

"These attacks on property rights—the right to own—are now chiefly centered on those industries said to be affected with a public interest. They often have been throttled by high taxes, regulated to the point of bankruptcy and otherwise unjustly burdened for their temerity in attempting to provide an essential service to the people at a fair profit to themselves. Even today these industries are furnishing the shock troops in the continuing struggle between democratic and socialistic ideals.

Should Combine Forces

"In my opinion it ought to be definitely established that it is just as much the business of the electric light and power industry . . . and in the same manner . . . of the institution of insurance, to shield the funds with which it has been entrusted against the menace of confiscation by a socialized state as it is to protect these funds against robbers and embezzlers. And it is just as much the duty of both of these institutions to combat socialism as it is for them to pay taxes."

Automobile Men Oppose New Responsibility Laws

Opposition to financial responsibility laws of New York and other states on the grounds that they would increase litigation and would make the state a collector of judgments and agent for insurance companies without lessening auto accidents, was registered by directors of the National Automobile Chamber of Commerce in meeting last week.

According to automobile men, experience with outright compulsory cover in Massachusetts and modified measures in other New England states indicates that these laws have no relation to accidents.

Excessive Regulation

"In New Jersey there are at least 40 reasons which permit the motor vehicle commissioner to require insurance, such as leaving the motor running while the car is standing unattended, turning the corner too far from the curb, faulty adjustment of headlights and brakes and failing to obey an officer," the national chamber stated.

"Objection had been raised to arbitrary powers being granted to police and state officials when only minor offenses are committed. In New York state licenses may be suspended until all judgments, no matter how excessive, arising out of accidents are paid."

Tuberculosis Disability Covered By Dr. Stockwell

An elaborate and interesting paper on "Tuberculosis As a Disability," answering many questions proposed in the past by members, was the contribution of Dr. William M. Stockwell, superintendent and medical director of the Cedarcrest sanatorium, Hartford, at the annual meeting of the International Claim Association in Hot Springs, Va., this week.

The paper was of particular importance because this disease is one that concerns underwriters more than any other single cause, statistics showing that upwards of 35 percent of disability claims are for tuberculosis and that 20 percent occur in the first year.

Dr. Stockwell said in part:

Excerpts from Address

"Everyone recognizes that tuberculosis is a disability. About one-third of all disability claims are for tuberculosis and the large majority of these for the pulmonary type—in fact such a large majority, that I will not consider the nonpulmonary forms. The selection of cases and the elimination of tuberculosis in this selection has received a great deal of consideration from the medical directors.

"The chronic type of tuberculosis is

Takes New Post



FRANK L. BARNES
Resigns as Vice-President and General
Manager of Sentinel Life to Go with
Provident Life & Accident

Limiting Amount of Suit to Avoid Transfer Upheld

Suit on insurance may be limited to a sum insufficient to permit transfer from a state to a federal court, the eastern Kentucky district court held in the case of Elizabeth Woods vs. Massachusetts Protective. Suit for \$3,000 was brought by the woman under a \$5,000 policy, thus preventing removal to the federal court. It was ruled that this was not a fraudulent attempt to defeat federal jurisdiction. The carrier filed removal papers in a previous action in which the federal court could take jurisdiction, but on plaintiff's motion the action was dismissed. Afterward the woman brought suit for \$3,000. She preferred to leave her case before the state court because the Kentucky court of appeals has held that a policy clause limiting right to sue to two years following expiration of 90 days from the insured's death is void and against public policy, whereas the federal court has upheld its validity.

Receiver for Imperial Casualty

Phil S. Bradford, attorney, has been appointed receiver for the Imperial Casualty, of Columbus, O. The receivership was asked for by Henry P. Angell. Dissension has developed, it is alleged, among the officers of the company, which was organized by Mr. Angell. He asks for \$2,600 for his services as organizer.

by far the most important. These are the ones who may have a disability lasting for years, or many of these by proper treatment may be restored to useful lives. This is the real salvage group which pays returns on the investment.

"Disability in tuberculosis is due to two factors—1, destruction of lung tissue and, 2, results of toxemia. Destruction of lung tissue is the least important. Nature has overendowed us with practically every necessary tissue in the body and we could function if we had only about half the lung tissue that we have.

"The toxemia is responsible for the disability in most of these chronic cases; it is the poison which is responsible for practically all of the disability symptoms, the fever, rapid pulse, night sweats, weakness and loss of appetite; this toxin is a poison to all of the functioning tissue in the body and the symptoms produced by it are an index as to the amount of activity."

Frank L. Barnes Goes With Provident Life & Accident

QUITS SENTINEL LIFE POST

Becomes Vice-President and Manager of Accident and Health Department of Chattanooga Company

Frank L. Barnes, vice-president and general manager of the Sentinel Life of Kansas City, has severed his connection with that company to become vice-president and manager of the personal accident and health department of the Provident Life & Accident of Chattanooga.

Mr. Barnes is one of the most widely known of the younger insurance executives of the middle west. For a number of years he was manager of the accident and health department of the Employers Indemnity. Three years ago, when the Sentinel Life was organized, he was made vice-president and general manager. Under his management the Sentinel has shown considerable progress in the development of a substantial volume of life, accident and health business.

Will Aid in Life Department

In addition to Mr. Barnes' official position with the accident and health department of the Provident, he will be closely associated with Paul M. Ray, vice-president of the life department of that company, in the development and expansion of the life branch.

Mr. Barnes has been particularly active in the work of the Health & Accident Underwriters' Conference, having served as first vice-president the past year and as second vice-president in previous years. By reason of his executive experience, his wide acquaintance and his pleasing personality, he is expected to become an important factor in the Provident's continued development program, which has shown remarkable progress during the last few years.

Vote Capital Increase

Increase of capital of the Capital City Surety, New York, from \$550,000 to \$650,000 and an addition of \$50,000 to surplus was voted by the board at a meeting last week. A stockholders' meeting has been called for Sept. 16 to ratify the move, after which application will be made to the New York department for the authority.

Nebraska Accident Report

LINCOLN, NEB., Sept. 11—Statistics gathered by the state press association show that there were 292 accidents in Nebraska the last two weeks of August, resulting in 45 deaths and 235 injuries. Automobile accidents number 177, fatalities 25 and injured 182. Public accidents numbered 34 and home accidents 33, while 31 were recorded for agriculture and 17 in industrial employment. Nine deaths occurred from swimming. Sixteen home accidents resulted from falls; cuts and burns, 8; power machinery, 2.

Test Law's Constitutionality

SAN FRANCISCO, Sept. 11—Action to question the constitutionality of the law recently enacted in California which declares the state, municipalities and all political subdivisions liable for accidents caused by their employees is predicted by John J. O'Toole, city attorney of San Francisco. Most communities and the state government had accepted the provisions of the new law and had completed arrangements to obtain automobile liability and property damage to meet the issue, but the opinion expressed by Mr. O'Toole threatens the potency of the act and will doubtless mean a long drawn out fight.

Casualty Club's Golf Tournament

The Casualty & Surety Club of New York will hold its annual fall golf tournament at the White Beeches Golf Club, Hawthorn, N. J., Sept. 19. The scheduled events for which trophies will be awarded include a 36-hole medal play, two 18-hole medal play and a "kickers" handicap, the last for guests only.

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Edward T. Harrison, President
DALLAS
TEXAS

Advises Insurance Counsel on Handling Trial Problem

NOTED LAWYER A SPEAKER

Birmingham Man Discussed Means of
Avoiding Mention of "Insurance"
in Law Suits

There is a powerful tendency among juries to give verdicts against carriers when it is disclosed that insurance would pay any judgments allowed, George W. Yancey of London, Yancey & Brower, Birmingham, Ala., law firm, declared at the annual convention of the International Association of Insurance Counsel at Hot Springs, Va., this week.

In view of this fact and the additional point that many lawyers take advantage by using any means to convey this information to the jury, Mr. Yancey in his address on "Qualifying and Advising Jurors in Casualty Cases of the Insurance Carrier," delivered an elaborate exposition of the way in which such moves may be forestalled in various states. He said in part:

Prejudices Jury

"It can be fairly said that the effect of putting liability insurance into the minds of a petit jury, in the trial of a case, is pictured and reflected, in 99 percent of such cases where the issue is resolved for the plaintiff, in the increased size of the voucher which must be drawn to pay the judgment.

"In justice to both parties, no juror who is an officer, agent or employee of, or who is related to, either party or counsel, or who is interested financially in the litigation, should serve. Such consideration and reason have given rise to the almost uniform practice of allowing the plaintiff's attorney or the trial judge himself upon plaintiff's suggestion, upon voir dire examination, to inject liability insurance into the case. The idea is, ostensibly, to secure an unbiased and unprejudiced jury. The result is, patently, to get a jury very much biased against the defendant. The remedy works more harm than the disease.

Keep Witness Off Stand

"A very common method of procedure on the part of lawyers for plaintiffs, in advising the jurors of liability insurance protection, is through cross-examination of some witness who has been placed on the stand by the defendant, and who is an employee, in some capacity, of the insurance carrier. Counsel for the defendant can prevent the opportunity being thus presented by keeping such a witness off the stand, except in an emergency.

"It will be conceded that an attorney or an insurance adjuster should not take the stand as a witness except in extreme cases. Where an insurance adjuster is placed upon the witness stand, counsel for the defendant will do well to develop, on his own initiative and at once, the fact that the witness is an insurance adjuster, thus stamping his position as being entirely fair and frank.

"Finally, it is my judgment that physicians who are to be used as witnesses in the trial of the case should be approached and employed by the attorneys for the defendant, and not by the claim department of the insurance company.

"A few courts have taken the view that the attorney for the plaintiff may make 'slight' references to insurance, even though such references are illegal and prejudicial, and they will not form the basis for reversal for failure to discharge the jury and continue the cause."

The Metropolitan Casualty has opened a branch office at 1408 Rand building, Buffalo, with A. P. Newton as manager.

Sales arguments that really close business are found in *The Casualty Insurer*, monthly, \$2 a year, 175 West Jackson boulevard, Chicago.

Golf Ball Causes Death of Champion

Another golf ball victim died in Waukegan, Ill., last Monday. Mrs. Frank Watrous, woman champion of the Glen Flora Country Club, was struck in the head by a ball as she was leaving the green of the fifteenth hole. She was walking toward the sixteenth tee when the ball which had been driven down the fairway of the thirteenth hole felled her. Her injury was not thought to be serious at first, but later physicians decided that an operation was necessary, from which Mrs. Watrous failed to recover.

Lawyer Tells Claim Men About Ambulance Chasers

Results of the campaign against ambulance chasing in New York and an extended investigation by the bar association were given at the annual convention of the International Claim Association in Hot Springs, Va., this week by Irving Ben Cooper, New York attorney who prosecuted some of the attorneys involved in the investigation.

Many evils were laid to the doors of the ambulance chasing lawyers, but primarily the hounding of injured persons often on the same days as their accidents to sign retainer agreements, and the congestion of courts due to these practices so that worth while cases could not be heard. Mr. Cooper said in part:

Lawyers Take Advantage

"Some lawyers solicit employment to prosecute damage cases on the basis of contingent fees and such agreements of retainers are frequently signed by injured persons who are unaware of their import and effect and at a time when they are suffering from injuries recently received. Some of the harmful results of such practices are the oppression and overreaching of ignorant clients, settlement or litigation of claims to the pecuniary advantage of the lawyer instead of the best interests of the client, payment by clients of unconscionable fees, violation by such attorneys of their obligations to the courts and to the profession, and the bringing of thousands of suits without merit and without the intention by the attorneys of bringing them to trial.

Was Huge Task

"During the course of the investigation almost 11,000 pages of testimony were taken and thousands of witnesses were examined. The results of the investigation were startling. Lawyers had in their employ men whose business it was to follow up accidents occurring in New York City. Their sources of information were manifold, but it was principally secured from the police department.

"One of the most abhorrent disclosures of the investigation was the settlements made by these ambulance-chasing lawyers of valid and serious personal injury claims for mere pittance.

"The investigation also disclosed that some of these ambulance-chasing lawyers frequently resorted to cheating not only their adult clients, but also infants whose claims for damages for personal injuries they undertook to prosecute.

Companies Also Erred

"Now, gentlemen, the investigation disclosed that all too often some insurance companies in an endeavor to override the necessity of setting up a reserve on a claim by settling negligence cases at 'nuisance' value, have lent a hand in entirely too many instances to these lawyers in their illegal practices."



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Whiteside Heads Agencies of Commercial Casualty

HAS VARIED EXPERIENCE

J. W. Smith and Lewis B. Ballantyne
Associate Directors—Completes Re-
organization of Managerial Staff

NEWARK, Sept. 11.—Following the recent death of C. Clark Howard, agency director of the Commercial Casualty, William J. Whiteside has been appointed his successor, while James W. Smith and Lewis B. Ballantyne have been named associate directors, thereby completing the reorganization of the managerial staff of the agency department. All three have been connected with the company for a number of years and are familiar with its field and its policies and have contributed to the upbuilding of the organization.

Mr. Whiteside's association with the Commercial Casualty began with his appointment as manager of its commercial accident and health department in 1923. Two years later he was advanced to associate agency director, so continuing until his present promotion. His insurance career dates from 1914, when he was employed by the Massachusetts Bonding, serving in various sections of the country for two years. He then transferred to the Southern Surety, later being placed in charge of its branch office in St. Louis. In 1919 he became an executive special agent for the Great Eastern Casualty, following which he went with the Union Indemnity as superintendent of the eastern agency department, which position he retained until he joined the staff of the Commercial Casualty.

Mr. Smith's underwriting experience dates back to 1922, at which time he became a special agent for the United

Move to Revoke Southern Surety's Oklahoma License

FOLLOWS SENATOR'S DEMAND

General Counsel Huckleberry Explains
Failure to Pay Premium Tax
Which Is Cause

OKLAHOMA CITY, Sept. 11.—Jesse G. Read, commissioner and chairman of the insurance board, has authorized investigation of the Southern Surety of New York to determine whether its license should be revoked as demanded by W. C. Fidler, state senator, following an investigation started by him. Inquiry resulted in the company's paying \$4,412 tax on premiums on which it previously had failed to make returns, Mr. Read explained.

The investigation was asked by Fidler after publication of the commissioner's report stating that the company had done \$155,093 of business in the state in 1928 less than in 1927.

Upon request of Mr. Read, the home office advised that the official return did not include operations of the Southern Surety of Iowa which merged with the Southern Surety of New York, Aug. 17, 1928. The check for \$4,413 was then sent in payment of premium tax of the Iowa company. When informed that revocation had been requested, J. H. Huckleberry, general counsel, wired that failure to pay the additional tax was an oversight as the Iowa company had no premiums in effect last December. He stated that similar conditions arose in other states.

States Fidelity & Guaranty. Two years later he associated with the Commercial Casualty, being assigned as special agent to its Trenton branch office, and

Politicians Storm Hearing on Compulsory Liability

FUROR IN MASSACHUSETTS

Companies and Commissioner Brown
Are Criticized—Statement of Carriers Read in Defense

BOSTON, Sept. 11.—Storm of protest against the compulsory automobile liability rates for 1930 in Massachusetts broke here at the formal hearing given by Commissioner Merton L. Brown, following announcement of tentative schedule a week ago. Boston, Chelsea and Revere provided the fireworks, some 300 people attending the long session.

Commissioner Brown was severely scored for falling in line with his predecessors and relying upon data of carriers upon which to base rates and for not radically changing the system of zones to that of merit rating for individuals.

Companies Are Scored

Insurance companies were charged with encouraging fraudulent claims by making many settlements where no suit had been filed and no cases tried, and for accepting false statements of hospital records when alleged injured parties had never been inside the hospital in question.

Corporation Counsel Frank S. Deland of Boston furnished the first sensation when he warned Commissioner Brown that Mayor Nichols contemplated taking the matter of rates to a higher tribunal.

Mayor Quigley of Chelsea, which was

put in zone 1 with the highest rate in the state, backed by ex-mayors, aldermen, representatives and others, drew the largest interest. The secretary of the Chelsea Chamber of Commerce has been making a study of many figures, and declared discrepancies had been discovered, and that Chelsea operators were not hazardous drivers.

Criticize Loss Showing

The loss ratio as presented in the commissioner's figures to be 162 percent for one year is indicated by the chamber as only 100% percent.

Former Registrar of Motor Vehicles Frank A. Goodwin made his usual plea for a state fund plan to handle automobile liability insurance. Other speakers attacked the "insurance lobby." Representatives of Fall River, Springfield and other districts where the rates have been lowered appeared in support of the new rates.

Former Governor A. T. Fuller was brought into the picture Monday when Senator Broadbent of Revere produced a letter written by last year's chief executive protesting against the zoning system and declaring himself in favor of continuing present rates until the recess commission has completed its study of law.

Secretary W. J. Constable of the Massachusetts Automobile Rating Bureau closed the hearing by reading a statement prepared by carriers. He declared full statistics were available for the years 1927 and 1928 and it was on these that the present rates were founded. Moreover, he said, practices of companies had been approved by a special board of examiners which made an investigation on behalf of the state.

It was found that losses increased in 1928 over 1927 and 1929 showed the increase was more than being maintained. He urged that the commissioner give further consideration to the companies' request for an increase in allowance for expenses, as originally asked and refused.

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CHANGES IN CASUALTY FIELD

OPEN JOINT ARIZONA OFFICE

Metropolitan Casualty and Commercial Casualty Put Macbeth in Charge at Phoenix

The Metropolitan Casualty and the Commercial Casualty, represented on the Pacific Coast by W. W. and E. G. Potter, managers, have opened a joint office in Phoenix, Ariz., in charge of Charles Macbeth, whose appointment as district manager for Arizona was recently announced. The entire state is covered from that office in the writing of casualty, fidelity and surety bonds.

Mr. Macbeth was for six years manager of the insurance department of the Phoenix Savings Bank & Trust Company, but since 1925 has been in Los Angeles as manager of the insurance department of the John M. C. Marble Company, which position he resigned a few months ago.

Announcement is made of resignation of Pierce J. Deasy as branch manager for southern California at Los Angeles for the Metropolitan Casualty, which position he has occupied since March, 1928, prior to which time he was assistant manager. He was formerly with the Standard Accident as superintendent of the surety department of its San Francisco branch and has had wide experience on the Pacific Coast.

OWENS IS BOSTON MANAGER

Named by London & Lancashire Indemnity to Succeed Manion, Who Goes to Home Office

BOSTON, Sept. 11.—Eugene L. Owens, a native of Boston and in the insurance business here for some ten years, has been appointed Boston manager for the London & Lancashire Indemnity. Mr. Owens has been with the company for the past five years, starting as an adjuster and being promoted to assistant manager recently. He was formerly with the Travelers. James H. Daley, formerly special agent, who came to the Boston office three years ago, has been made assistant manager.

Peter E. Manion, who has been manager of the Boston office for the past three years, has been appointed casualty superintendent at the home office and left this week to take up his new duties. He has had many years' experience as an underwriter for the Travelers and later with home office work and field service with the London & Lancashire Indemnity.

Shifts in Bureau Offices

Several changes in western offices of the National Bureau of Casualty & Surety Underwriters were made known this week. C. E. Haatanen, who has been assistant to the manager of the Chicago branch office for some time, has gone to Omaha, where he succeeded Thomas Crowley as field engineer in charge of that office. Mr. Crowley takes the place of P. E. Koplein, branch manager at Indianapolis, who recently announced his resignation to go with an Indianapolis agency. E. C. Peterson, inspector in the Chicago branch, managed by B. K. Campbell, has succeeded Mr. Haatanen as Mr. Campbell's assistant.

Griffith St. Louis Manager

Dudley C. Griffith, formerly of Chicago, succeeds George R. Wendling as manager of the St. Louis office of the National Surety. In Chicago Mr. Griffith was vice-president of Chas. Joyce & Co., managers for the National Surety, and had immediate charge of the field outside of Cook county. Prior to going to Chicago he was state manager for the Standard Accident at Indianapolis.

TAKES CHARGE IN BOSTON

Percy G. Cliff Made Manager of Standard Surety & Casualty's New England Branch Office

NEW YORK, Sept. 11.—To assist in the development of its fidelity and surety lines in New England the Standard Surety & Casualty has opened a branch office at Boston. President F. G. Morris has selected as its manager Percy G. Cliff. Cliff has had close to 15 years' experience in underwriting, having entered the business in 1915, immediately following his graduation from Brown University.

His first connection was as special agent for the United States Fidelity & Guaranty, with which company he remained until 1920, when he joined the staff of the Globe Indemnity as superintendent of the surety branch of its Boston office. Four years later he transferred to the Metropolitan Casualty, and subsequently associated with the Detroit Fidelity & Surety as resident vice-president of its New England department, which post he leaves to connect with the Standard Surety & Casualty. His office will cover Massachusetts, Maine and New Hampshire.

MILLARD GOES TO CHICAGO

Made Resident Vice-President for Federal Surety in Charge of Wisconsin, Northern Illinois

Hugh T. Millard has been appointed as resident vice-president for the Federal Surety in Chicago. Mr. Millard will be in charge of the service office in Chicago, and will have supervision over production in Wisconsin, northern Illinois, including Cook county, and northwestern Indiana.

After graduating from the Detroit College of Law in 1914, Mr. Millard became connected with the Aetna Casualty. He resigned in 1921 to go into the general agency business in Cleveland. In 1923 he became connected with the Federal Surety, first as a field representative and later as a departmental head at the home office. He later resigned to become the middle west manager of the Century Indemnity, which position he leaves to return to the Federal Surety.

ASSOCIATED INDEMNITY TO ENTER SOUTHEAST FIELD

SAN FRANCISCO, Sept. 11.—The Associated Indemnity of San Francisco is to enter the southeastern field in an expansion program, according to an announcement by President C. W. Fellows. Headquarters are to be at Roanoke, Va., and it is planned to enter the company in Kentucky, Tennessee, North Carolina, Virginia and the District of Columbia.

J. H. Andes, an experienced casualty man who has had more than 20 years of experience in the territory, will be in charge of the department. Mr. Andes began his insurance career with the Aetna Life casualty department and has a high reputation in casualty circles.

Fuller New Chicago Manager

A. E. Fuller has been appointed manager of the Chicago branch office by the National Surety succeeding D. W. Griffith who has been transferred to St. Louis as manager of the branch. Mr. Fuller has been special agent in the Chicago territory since the first of this year and before that was a special attached to the New York office. The Chicago branch supervises the river

counties of Iowa and all of northern Illinois as far south as Springfield, excepting Chicago and Cook county, which is under Joyce & Co.

Botts Goes to Cleveland

CHARLESTON, W. VA., Sept. 11.—J. K. Botts, who has been an adjuster for the United States Fidelity & Guaranty in the Charleston branch office, will join the William D. Callahan Company of Cleveland in the production department of that agency.

New U. S. F. & G. Specials

KANSAS CITY, MO., Sept. 11.—H. H. Minnick, J. S. Lewis and W. F. Moffat have gone with the United States Fidelity & Guaranty as special agents. Mr. Minnick, formerly inspector in the

branch office here, will travel southern Kansas; J. S. Lewis, who has been with the company in Oklahoma as a special adjuster for the Marland Oil Company, is now traveling in western Oklahoma and Mr. Moffat, who was for some time with the Massachusetts Bonding, will travel eastern Oklahoma.

Stevens with Metropolitan

Walter R. Stevens, formerly of the Rochester, N. Y., branch office of the Aetna Casualty, has been made underwriter and office manager of the casualty department of the Rochester branch office of the Metropolitan Casualty, succeeding Joseph H. Claffie, who is now engaged exclusively in agency development work. Mr. Stevens will be located at 1024 Lincoln-Alliance Bank building.

CASUALTY PERSONALS

W. L. Mooney, vice-president of the Aetna Life and affiliated companies, was a visitor at the Des Moines branch for a conference with K. G. Ellsworth, manager. Mr. Mooney was on his way home to Hartford after having spent some time on the west coast.

Harry H. Vaux, assistant secretary of the Preferred Accident and superintendent of its burglary department, was killed as a result of diving in the shallow end of a swimming pool. He was 56 years of age.

Nelson H. Newell, Boston general agent for the Metropolitan Casualty, was the recipient of many beautiful floral pieces and a fine watch suitably engraved, a gift of the company indicating that Mr. Newell had rounded out 25 years of loyal service. Mr. Newell started with William J. Whitney in Boston and a little later he went with A. P. Folk, who also represented the Metropolitan. A short time afterwards Mr. Newell succeeded to the agency, so that he has actually been a licensed representative and solicitor for this company for more than 25 years. Mr. Newell continues to be very active in the solicitation of business and is still a comparatively young man, being only 57 years old.

As a memorial to his parents W. R. Wills, vice-president of the National Life & Accident, has donated \$60,000 to Haywood county, Tenn., for the erection of a hospital at Brownsville. Mr. Wills was born and reared there.

By stretching a wire netting under the cornice of its building on Main street, Hartford, the Travelers is hoping to drive away the starlings. Thousands of these noisy creatures have infested the Travelers and other insurance buildings for many years. At one time bells were placed along the roofs in the attempt to shoo the birds away, but the pestiferous things seem to delight in making the bells tinkle. During the past few days the necks of downtown crowds have been craned upward at the staging built under the roof of the Travelers where workmen have been stretching the wire netting.

Walter G. Cowles, vice-president of the Travelers in charge of WTIC, Travelers radio broadcasting station, lauded the equipment of the new station at a dinner to the assistant managers and field assistants of the life, accident and group departments. Mr. Cowles said that the new station was the first of its kind in the world. It is one of six 50,000-watt stations, he explained. The American Radio Corporation is building a similar station for the Italian government. He also explained many of the technical features of the station.

In recognition of 20 years of service with the United States Fidelity & Guaranty by J. Dillard Hall, manager of the Iowa-Nebraska district, his agency force

set August apart in his honor, without his knowledge, resulting in 1,260 applications for the month, involving a total of \$44,230, absolutely new business, all complimentary to Mr. Hall.

Mr. Hall began as a clerk in a local agency at the age of 18, serving five years in that capacity. He afterwards served three years as a general agent, and 12 years as a company man. He was appointed manager of the Iowa-Nebraska district Oct. 1, 1919.

Mrs. W. G. Wilson, wife of W. G. Wilson, manager of the Aetna Life group at Cleveland, died a few days ago. Mr. Wilson has the sympathy of his many friends in the insurance business. He is well known to casualty men all over the country, and is now serving as president of the National Association of Casualty and Surety Agents.

Dr. Harry H. Hartung, an outstanding figure among the medical examiners for life and accident companies in Boston, died at his home there, following an illness of a year and a half from heart disease. He was 54 years old. For some 30 years Dr. Hartung had been an examiner for the Boston agency of the Aetna Life and affiliated companies. For about the same time he has served the Prudential and several other life and accident offices in the city.

J. L. Martin, manager of the New Jersey branch of the Standard Accident at Newark, was given a testimonial dinner by his associates last week on the occasion of his 15th anniversary as manager of the office. A delegation from the New York branch attended. Many letters of congratulation arrived from the company's agents and were read by A. J. Forsyth, toastmaster. At the conclusion a handsome golf bag was presented to Mr. Martin. He outlined the history of the branch, telling of early trials and tribulations. At first the branch was in a single small room but today it occupies almost the entire ninth floor of the new Chamber of Commerce building and is the fourth largest branch of the company in this country.

John D. Peake, district manager at Richmond for the Life & Casualty of Tennessee, who made an unsuccessful race for Congress on the anti-Smith Democratic ticket last fall in the Third Virginia district, is now aspiring to legislative honors, running for the Virginia house of delegates from Richmond on the same ticket. The anti-Smith Democrats are fusing with the Republicans this year as they did last.

William F. Brennan has been appointed superintendent of the engineering and inspection department of the Standard Surety & Casualty. After an engineering course at the University of North Dakota Mr. Brennan was attached to the engineering department of the Isthmus Canal Commission. His insurance career dates from 1913, when he entered the employ of the Fidelity & Casualty. Upon the entry of the

Writing Casualty Insurance Fidelity and Surety Bonds



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INDEMNIFIERS FOR FORTY-FIVE YEARS

United States into the world war he was given charge of a large manufacturing plant at Paterson. In 1918 he reentered the insurance field as head of the inspection department of the Globe Indemnity. Since 1923 he has been superintendent of the engineering and inspection department of the New York Indemnity.

Two members of the Fidelity & Cas-

ualty field force have died recently, **John C. Hutson**, senior member of a firm at Aiken, S. C., and **John T. O'Neill**, a commissioned special agent connected with W. A. Alexander & Co., general agents at Chicago. Mr. Hutson first became connected with the F. & C. about 1900 and Mr. O'Neill started in the Minneapolis branch in 1902.

ACCIDENT AND HEALTH FIELD

BONEY EXPLAINS HIS RULING

North Carolina Commissioner Interprets the Department's Position on Temporary Total Disability Provision

Insurance Commissioner Boney of North Carolina calls attention to a false report that went abroad regarding a ruling forbidding the use of policy forms providing for temporary disability and providing as a condition of recovery that the assured be disabled from performing "any occupation" rather than "usual occupation." Major Boney states that this ruling was promulgated a number of years ago by the department and has been in force since that time. He says that the department has never objected to the use of the word "any occupation" when used in conjunction with total and permanent disability but where temporary total disability is provided for the department has continuously and uniformly declined to approve forms requiring that the assured as a condition of recovery of the benefits provided be disabled to the extent that he is thereby prevented from pursuing "any" gainful occupation.

A. C. Parsons Advanced

Arthur C. Parsons, vice-president of the Pacific Mutual Life, has also been named superintendent of agencies, taking over the supervision of agency work in the life and accident departments formerly handled by Vice-president D. M. Baker, who has been seriously ill for a long time. Mr. Baker is now making excellent progress toward recovering his health, but his slow convalescence made it necessary to put someone else in active charge of that department. Vice-president Parsons formerly was assistant superintendent of agencies.

Issues New Automobile Policy

The Midwest Life of Nebraska has issued a new automobile accident policy, written in all classes from AA to XX at a premium of \$5 a year. It provides not to exceed \$1,000 for total disability, \$20 a month for partial disability not to exceed two months, 50 percent increase in indemnity for hospital confinement not to exceed two months, \$10 doctor bill for nondisabling injuries and \$100 emergency expenses.

On general indemnity policies, unless the risk is very favorable, the company refuses to issue policies calling for more than a maximum of \$200. Where an applicant is shown to be carrying up to \$300 a month in other companies, the Midwest has been chary about issuing additional coverage. President Putney says the experience of his company has coincided with that of others in that the loss ratio is larger on the bigger policies than on the smaller.

Gathercoal Now Manager

J. R. Gathercoal, superintendent of Chicago No. 1 district of the American Bankers, has been promoted to manager of the Cleveland, O., district, succeeding H. E. Runyon, who has gone on a leave of absence.

Opens Salt Lake Office

Opening of a branch office of the Sterling Life, Health & Accident of Los Angeles at Salt Lake City is announced by T. A. Robertson, superintendent of agencies, in connection with the appointment of J. T. Sanders as branch manager there. Mr. Robertson also reports immediate formation of a substantial agency organization at Salt Lake and the production of a gratifying volume of new insurance in the first week.

TO TAKE OVER OLD BUSINESS

United States Mutual's Health and Accident Insurance to be Reinsured in United

A meeting of stockholders of the United Insurance Company of Chicago is called for Oct. 5 when a proposition will be submitted to reinsure the business of the United States Mutual in the United. The United States Mutual is a mutual accident and health company that has built up a very large business with O. T. Hogan, president, and A. D. Johnson, secretary. These men also occupy similar offices with the United, a legal reserve life company, whose capital has just been increased from \$100,000 to \$200,000. With the acquisition of new capital the United, therefore, can write accident and health business as well as life. The business will all be merged therefore into the legal reserve company. Messrs. Hogan and Johnson have developed a very profitable business which is constantly growing.

Marthinson With Bankers Indemnity

C. E. Marthinson has been appointed assistant agency supervisor in the commercial accident and health department of the Bankers Indemnity of Newark. Mr. Marthinson is a trained accident and health underwriter, who has had eight years' experience in that field with the Aetna Life and the Phoenix Indemnity. William W. Schank is superintendent of the accident and health department of the Bankers Indemnity.

Two Made Field Superintendents

W. Reidinger of Cincinnati and J. W. Toulon of Houston, Tex., have been promoted to field superintendents by the Washington Fidelity National in their respective districts.

J. C. Kimbel Promoted

J. C. Kimbel, who has been associated with the industrial claim division of the Commercial Casualty as an examiner for the past two years, has been promoted to take charge of industrial underwriting, aiding Theodore W. Budlong in handling the affairs of the industrial division at the home office.

Satisfied With Aviation Rider

PHILADELPHIA, Sept. 11—When companies a year ago placed an aviation rider in accident policies without increase in the rates doubt was expressed in some quarters whether it was a wise move on the part of the companies. A survey brings out the interesting point that not only was it a wise move in creating a new sales point but that the airplane has not yet become an important factor in loss ratios. However, it is said that one New York company has been rather hard hit on aviation accidents. Accident underwriters do not believe that the airplane will prove the cause of many compensable accidents. They point out that the accident policy covers only passengers on aircraft and that the number of crashes on established air lines is small and will continue to grow smaller as the aviation industry develops safety appliances.

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Big Haul Made by Bank Crooks

(CONTINUED FROM PAGE 41)

of blame, but according to the United States Attorney Tuttle of New York, it is practically certain there were confederates.

Investigators reported to Tuttle that checks totaling \$200,000 were used to liquidate obligations of the Telluride bank and a cattle and loan company controlled by Waggoner, so that he regained his collateral.

A large sum of the money obtained from the six banks is alleged to have been deposited in the Bank of Telluride, which is said to be under control of the state banking department now, and the department, it was reported, will hold this money intact in Colorado. It is problematical whether the six New York banks will recover the money.

It is not certain how much money the banks have lost, and so far as is known the swindle profits still are on paper in the form of cashier's checks.

The involved transaction which undoubtedly will hit insurance companies heavily under forgery bonds when the final amount of loss is known reminded surety men of a \$3,000,000 swindle, also executed in New York about a year ago, planned to the minutest details by a man of undoubted ability and executed with precision. The perpetrators never have been found or identified.

On a certain day, 100 or more respectable stock brokerage houses received buying orders with certified checks accompanying. In the press of the day's business, the authenticity of the checks was not questioned. A one-day stock operation was carried on on a large scale and at high speed, the gang collecting all balances due before the day was over. An interesting sidelight on the caliber of the swindlers was that they had carefully calculated the effect their huge orders would have on the market and in addition to cashing the bogus checks they took a profit on the market going up and coming down.

"Bad News" Came Too Late

The brokers used the certified checks in "payment" of their balances with other houses, and then the checks came back. Authorities never were able to identify members of the swindling gang and several insurance companies were said to have suffered huge losses on the day's operations.

Forgery bond experience has been bad of recent years, surety men say. One large company carries about 80 percent of the total amount at risk. The heaviest losses are said to occur on forgery of endorsement, which amounts to about 60 percent of the total loss. Forgery of signature accounts for about 35 percent of the loss, and alterations in amounts about 5 percent.

Most forgery bonds now indemnify banks against loss covering any written instrument directing the banks to pay sums of money, but do not protect depositors, who must insure their own accounts against loss. Where the bank is undoubtedly negligent, the depositor usually has little trouble in being indemnified, but there are many claims filed by depositors against banks under the assumption that they have good cases merely because the banks have paid money to persons not entitled to it, in which the depositors lose the court decisions.

One of the developments in the forgery bond business is a casualty and surety company formed directly by a check protector company and writing bonds at 60 percent off manual for all persons buying the machines. It is said this company was organized with the hope of recouping any losses suffered by cutting rates, through the sale of machines and safety paper. However, surety men no longer credit the safety machines with giving any great amount of protection, as skilled check swindlers can remove the markings and run the checks

Some Companies Unwilling to Accept Rate Increase

KNOTTY PROBLEM DEVELOPS

Bureau of Personal Accident and Health Underwriters Faced with Situation in Getting Adequate Level

The Bureau of Personal Accident & Health Underwriters is now facing one of the biggest problems in its history—a situation that developed out of its action in attempting to place the accident business on a paying basis. When the bureau issued the new manual some weeks back with increases on a number of classifications such as old ages and occupations requiring the use of automobiles, the move was hailed with joy by many underwriters who believed that the increases would make those classifications profitable.

The increases are effective Jan. 1. However, as the time rapidly approaches, indications are that a number of companies will not put the new rates into effect. Their action is said to have thrown accident underwriters into a turmoil. The majority of the companies are said to favor the new rates as they believe them to be based on the experience of the companies, with the basic thought back of the new manual elimination of bad accident loss ratio.

The largest increase in rates was on the old ages. Companies favoring the new rates declare that a number of companies, seeking to increase their accident business, are refusing to put the new rates into effect but will continue to quote the old rates after Jan. 1.

Whether other companies will be forced to go along with them in order to meet competition or whether they will put the new rates into effect on the theory that it is better to write a smaller volume at a profit than a large volume at a loss, is something that is not known at this time. However, there is no gainsaying the fact that the situation is creating much worry among accident men, who declare themselves absolutely at sea.

It can be taken for granted that the subject will be taken up at the next meeting of the bureau and that an attempt will be made at that time to force other companies into line.

The health insurance loss ratio is better today than it has been at any time in the past four years. But health underwriters say that this is not due to a more careful selection of risks or to better underwriting, but simply to "luck."

Auto Accidents Increase

Nine percent increase in automobile accident fatalities during July, and 6 percent total rise for the first seven months of 1929, are reported by the National Safety Council. The estimated number of all deaths up to July 31 was 15,900 as compared with 14,900 in 1928 for the same period. The council estimated on this basis that 1929 fatalities will total more than 27,500, the 1928 figure. The survey covers about half the population of the United States. In July, 1,280 auto deaths were reported from this group, making the estimated total for the entire country 2,560 for July, or 83 deaths daily and three an hour. Eight cities of 100,000 population and over, and 21 cities of lesser population, reported no deaths in July, Louisville achieving this honor for the first time in seven years. Pedestrian deaths in July were decreased.

through a machine again, giving an air of genuineness which is particularly dangerous. There are said to be check crooks who can erase bank endorsements, fill in perforations on checks with new paper, paint in safety markings and thus pass a canceled check back through the bank.



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FIRE ~ ~ WINDSTORM
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E. C. FRENCH, Vice President

Company Claim Men in Meeting

(CONTINUED FROM PAGE 41)

the work of the standing committee chairmen and their staff members and said that the association has steadily progressed under President Gallaher's regime. He also lauded the work of other association officials and active members, who in turn voiced a rising vote of thanks to the executive chairman for his untiring work.

L. L. Graham, Business Men's Assurance, secretary of the association, reported that six companies had recently joined—the Bankers' National and National Fidelity Life, Kansas City; Jefferson Standard, Greensboro, N. C.; Northern Life, Seattle; Union Central, Cincinnati, and Mayflower Fidelity & Casualty, Newark. He received a vote of appreciation.

Dr. William M. Stockwell, superintendent and medical director, Connecticut State Tuberculosis Sanitarium, read an interesting and instructive paper on the subject of "Tuberculosis as a Disability." Multiple responsibilities of the claim adjuster was the subject of the talk by Stewart La Mont, third vice-president, Metropolitan Life.

Official Slate

The following were named as new officers Wednesday morning: President, E. Lawrence Earl, Sun Life; vice-president, J. J. McKay. Louis L. Graham, chief adjuster, Business Men's, was reelected as secretary; F. L. Templeman, Maryland Casualty, was reelected treasurer, and Bayard P. Holmes, was reelected librarian. Mr. Holmes is president of the Hooper-Holmes Bureau, New York.

Members of the executive committee elected at the same session are H. S. Don Carlos, Travelers; P. J. O'Connor, E. E. Elliott, Physicians Casualty, all for a term of two years, and Harry P. Gallaher, William I. Morrow and William A. Dennis, Prudential, for one year terms. Mr. Morrow is chairman.

The treasurer's report by F. L. Templeman, manager of the accident and health department, Maryland Casualty, showed a balance on hand at the close of the fiscal year of over \$7,500. E. D. Millea, Equitable Life, chairman of the entertainment committee, told of the many features arranged for the members and guests. John J. King, vice-president Hooper-Holmes Bureau, read the report of the librarian, Bayard P. Holmes.

Committee Reports

Thomas F. Hickey, Metropolitan Life, reported for the program committee. G. B. Smith, Loyal Protective, reported as chairman of the hotel and accommodations committee. N. Barratt Walker, United States Fidelity & Guaranty, chairman of the legal committee, reported that Senator Norris' anti-removal of suit bill had made no progress the past year and probably would not do so but that the committee members are keeping their eyes on it.

H. H. Shomo, American Casualty, reported as chairman of the press committee. The following amendment to article 4 of the constitution of the association, proposed by C. O. Pauley, of the Great Northern Life, was unanimously adopted:

Text of Amendment

"Section 1.—There should be an executive committee to consist of the president, the vice-president and the secretary, and six members, making nine members, of whom five shall constitute a quorum for the transaction of business.

"Section 2.—At the annual meeting of the association in 1929 three members of the executive committee shall be elected by ballot for a term of one year and three members shall be elected for a term of two years. At each annual meeting of the association after 1929, three members of the executive com-

mittee shall be elected by ballot for a term of two years. At each annual meeting of the association, the association shall elect by ballot a chairman of the executive committee to hold office for one year or until his successor is elected."

The speaker in the Monday session was Irving Ben Cooper, special counsel, New York Medical Society. Mr. Cooper described the methods of the "ambulance chasing" ring found to exist in the recent investigation in New York. He stated that as a result 74 attorneys were being prosecuted and the medical society was taking steps against physicians also alleged to be involved.

He further stated that as a result of the investigation accident cases brought in the courts had been greatly reduced in number but that there is a tendency to increase and constant vigilance is necessary to effect a permanent check on unscrupulous members of both professions.

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WANTED

Assistant manager for old established branch office of large casualty and surety company. Desire party familiar with Kansas and Missouri agencies. State experience and salary expected. Excellent opportunity. Address N-42, care The National Underwriter.

WANTED

Wisconsin stock company writing full line of Health and Accident policies wishes to secure man to establish agencies and train agents in Wisconsin territory. Write stating age, experience and giving references. Address N-21, care The National Underwriter.

Extra Choice Office Space

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Accountant Available

The services of an accountant and collection manager with five years experience in the home and branch offices of a well known New York and Chicago casualty company is now available because of an unexpected merger. Experienced in all phases of casualty and surety work. Able to handle agency details. Single and willing to locate anywhere. Can furnish best of references. Address N-40, care The National Underwriter.

Desirable Office Space in Chicago

Progressive casualty company has desirable space in the Insurance Exchange Bldg., Chicago, for responsible broker; telephone, stenographer and service. Address N-36, care The National Underwriter.

WORKMEN'S COMPENSATION

HAS ENVIABLE FIRST YEAR MUST PAY FULL SCHEDULE

Pennsylvania Department Reports on Examination of American Mine Owners Casualty

Report of examination by the Pennsylvania department of the American Mine Owners' Casualty at Huntingdon, Pa., showing figures for the first 15 months' operations since the company was organized in October, 1927, to take over coal mine compensation business of the Metropolitan Casualty, New York, shows excellent results. The report made as of Dec. 31, 1928, shows that on Dec. 31, 1927, after less than three months' operations, the carrier had \$471,231 total assets and during 1928 the net premium income amounted to \$1,497,643, composed almost entirely of coal mine compensation.

At the end of 1928 the assets had increased to \$1,233,144 and liabilities were \$703,480, including \$556,793 reserve for outstanding claims on the basis of the Pennsylvania reserve law. This showing leaves a net surplus of \$259,664 in addition to the \$250,000 capital, or total surplus of \$529,664. It was indicated that during 1928 the company earned approximately \$5.68 a share on a \$10 par value for the 25,000 outstanding shares.

This is noteworthy because when the American Mine Owners was organized practically all stock companies had withdrawn from writing coal mine business and the National Convention of Insurance Commissioners held many meetings and had a special committee to consider ways and means of providing channels through which this necessary business could be written at a profit.

Compensation for Hernia Must Be for 12 Weeks Regardless of Recovery in Kansas

TOPEKA, KAN., Sept. 11.—G. Clay Baker, chairman of the Kansas commission on labor and industry and ex-officio administrator of the workmen's compensation law, has begun disapproving all final releases of hernia cases where the full scheduled compensation is not paid. When the new law was passed hernia was included among the scheduled injuries and an allowance of 12 weeks' compensation was made. Most hernia cases are cured in three to six or eight weeks and the men are back at work usually long before the 12 weeks has expired.

The insurance companies and the employers who carry their own insurance have been paying compensation for the actual time lost and not for the full period of the schedule. "They must pay the full scheduled compensation for hernia," said Mr. Baker. "We will disapprove all claims where this is not done. If a man loses part of a finger or a whole finger he is allowed a certain number of weeks' compensation even if he goes back to work in a week. The same rule applies to hernia and the workmen must be paid for 12 full weeks even though they are operated upon and recover in three or four weeks. I don't know why hernia was placed in the schedule list but since it is there the scheduled payments must be made."

Prepare New California Endorsement

SAN FRANCISCO, Sept. 11.—To meet new requirements affecting the writing of compensation insurance in California, particularly as regards the writing of

"limited" policies, an endorsement has been formulated by the classification and rating committee of the California Inspection Rating Bureau. The committee has held five meetings for the purpose of preparing this endorsement, which is now subject to approval of the governing committee of the bureau, the industrial accident commission and the insurance department.

The law formerly provided that unless a policy was stamped "limited" in at least 18-point type it would be considered unlimited and for a number of years it was considered that the limitation was removed as to compensation only. Later, however, it was ruled that the removal of the limitation was effective as to occupations, employees, locations, etc. To clear up this matter section 31A of the compensation act was amended by the recent legislature and it is in accordance with this amendment the new endorsement is being drawn.

It is expected the new endorsement will be ready for use within the next ten days or two weeks.

Seek Stricter Enforcement of Law

SAN FRANCISCO, Sept. 11.—The California industrial accident commission plans to ask the state courts to be more strict with employers violating the law, requiring either compensation insurance or a certificate of self-insurer covering their employees. It has come to the commission's attention that in Los Angeles a large number of employers are not meeting the requirements of the law, resulting in employees being unable to collect in damages when injured. According to the commission violators in New York are imprisoned and fined and it feels that the courts in California should do likewise.

Heart Disease Not Compensable

COLUMBUS, O., Sept. 11.—The court of appeals holds that heart disease under the Ohio law is not an occupational disease and that only physical injury, accidentally sustained, is compensable. An injury to a diseased heart is compensable, the court says, but not gradual impairment resulting from work.

The Ohio industrial commission has held that disability resulting from an infection following compulsory vaccina-

tion is not compensable. The commission says that the injury resulted from a public health measure and was not received in the course of employment.

The commission has ruled that although churches are philanthropic institutions, they must contribute to the workmen's compensation fund when they employ three or more persons. Very few churches in Ohio are paying into the fund.

File New Oklahoma Rates Soon

OKLAHOMA CITY, Sept. 11.—A. L. Roark, secretary of the Oklahoma insurance board, has returned from New York, where he conferred with company officials regarding the new compensation rate schedule for Oklahoma, to be fixed shortly. A hearing will be held shortly to consider the new schedule.

Mr. Roark stated that the increases probably will chiefly affect cotton gins and lead and zinc mines.

Proof to justify beyond reasonable doubt the proposed increase of 4.8 percent in the cost of compensation insurance in Oklahoma must be made before the board will grant such increase, according to Mr. Roark.

SURETY NEWS

PROTECTION FOR BANKERS

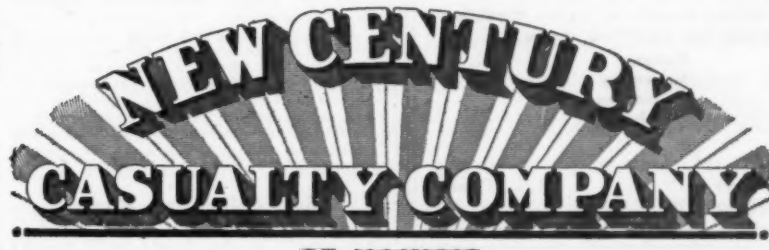
Standard Blanket Bonds Now Give Satisfactory Coverage to Financial Institutions of All Sizes

In connection with blanket bond coverage for bankers, the "Hartford Agent" makes the following sales suggestions:

"It has been abundantly demonstrated that every banker owes it to himself as well as to his stockholders, depositors, and the general public, to obtain the best form of insurance which the bank can possibly afford. Consider the miserable position in which a banker is placed if a loss occurs not covered by insurance in force, which would have been collect-

PLATE GLASS INSURANCE SPECIALISTS

STANDARD FORM
EXCESS FORM
(50/50)



THE LEADING GLASS INSURANCE COMPANY OF ILLINOIS

NOW WRITING BURGLARY INSURANCE

Correspondence from Aggressive Agents for Exclusive Territory Invited

HOME OFFICE:
INSURANCE EXCHANGE Bldg.,
CHICAGO



MASSACHUSETTS BONDING AND INSURANCE COMPANY

T. J. FALVEY, President

Home Office: BOSTON, MASS.

SURPLUS TO POLICYHOLDERS, Dec. 31, 1928, \$10,546,801.00

Transacts Business throughout the United States rendering unexcelled Service in connection with

FIDELITY and SURETY BONDS, LIABILITY, PROPERTY DAMAGE, AUTOMOBILE, PERSONAL ACCIDENT, HEALTH, BURGLARY, ROBBERY and PLATE GLASS INSURANCE

AUTOMOBILE	PUBLIC	BURGLARY	ACCIDENT
LIABILITY	LIABILITY	THEFT	HEALTH
PROP. DAMAGE	TEAMS	PLATE GLASS	WORKMEN'S
COLLISION	ELEVATOR	STEAM BOILER	COMPENSATION

General Accident



**FIRE AND LIFE
ASSURANCE CORPORATION, Ltd.**

FREDERICK RICHARDSON, United States Manager.
GENERAL BUILDING - 4TH & WALNUT STS.
PHILADELPHIA

AMERICAN CASUALTY COMPANY

READING, PENNSYLVANIA

**BIG ENOUGH FOR YOUR NEEDS—
BUT NOT OVERGROWN**

Inquire about our excellent agency proposition

Incorporated 1902

Assets \$3,791,807.40

National Inspection Company

Incorporated 1903

This corporation reports on the underwriting aspects of heavy manufacturing and mercantile properties throughout the following states:

Michigan	Indiana	Kansas
Wisconsin	Illinois	Kentucky
Minnesota	Iowa	Tennessee
Ohio	Nebraska	Oklahoma
	Missouri	

Managed by

J. G. Hubbell

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176 West Adams St., Chicago, Ill.

**Re-Insurance
Excess Re-Insurance
Catastrophe Hazard**

DEE A. STOKER

RE-INSURANCE UNDERWRITER
2111 Daily News Bldg. CHICAGO
Tel. Central 6378

All Lines but Stressing Excess Fire Reinsurance General Classifications

ible under a bankers' blanket bond. This unenviable position is brought home with terrific force if you have properly solicited the unfortunate banker for blanket insurance. Naturally a loss not collectible because a banker has neglected to procure a bankers' blanket bond, for one reason or another, not only subjects the banker to the criticism of the board of directors, but it is likely to seriously injure the bank's prestige and good-will. Unfortunate occurrences of this kind, sometimes amounting to disaster, cannot be "laughed off."

NEED CORPORATE BONDS UNDER NEW INDIANA LAW

Surety companies are studying the new Indiana law passed at the last session of the legislature pertaining to the special bonds that will have to be filled for city or town officials collecting payments under the Barrett law. The statute provides that on or before Jan. 1 next year, the officials designated under the law shall execute a corporate surety bond equal to one-half of the largest amount collected by or on behalf of the city or town on account of special assessments referred to in the act in any one year during the period of four years preceding. The Towner Rating Bureau has not yet promulgated a rate on this sort of bond.

Hundley to U. S. F. & G. Home Office

Edwin Graves Hundley of Huntington, W. Va., has been appointed to the legal division of the bond department of the United States Fidelity & Guaranty at its home office. He will be one of a board of six who pass on all claims arising under fidelity or surety bonds. Mr. Hundley received his degree in law from the Washington and Lee University in 1926 and then became a member of the law firm of Graham & Hundley in Huntington.

Joins Contractors' Group

BALTIMORE, Sept. 11.—The United States Fidelity & Guaranty is now a member of the surety division of the affiliated bureau of the Associated General Contractors of America, which was founded for the purpose of bringing about a closer cooperation between surety companies and contractors, the U. S. F. & G. pledged its best efforts to the aims of the association, one of which is "to bring about a uniform betterment of the contracting profession, to the end that the unfit may be eliminated, that construction work may be done more skillfully, soundly and expeditiously and the confidence of the public at large thereby be enhanced."

Can't Collect from Estate

LANSING, MICH., Sept. 11.—Conflicting claims against the estate of a bonded official effectively debar the surety company from collecting, through resort to ordinary civil action in the court, out of the estate's assets sufficient funds to reimburse it for any liability ensuing as a result of the assured's death. It is held by the Michigan supreme court.

The American Employers brought a joint action with Brady township of

Saginaw county in an effort to collect on the estate of James R. Sackett, who had been township treasurer. The surety company found itself liable when, upon the death of Sackett it was discovered that his private bank, with which he had been placing tax funds, was insolvent. In his capacity as treasurer, it appears that he had collected about \$12,800 but had paid out only \$7,000, leaving the surety company liable for the remainder. An action was brought to collect this amount from the state, the township seeking \$4,000 which it claimed was due in township taxes. The courts held that the probate court must straighten out the tangled affairs of the estate.

Issues Big Shipbuilding Bond

The Commonwealth Casualty has issued a bond guaranteeing the contract awarded New York shipbuilding companies by the Export Steamship Corporation for the building of four combination passenger and freight vessels. The amount of the bond was \$2,000,000.

PLATE GLASS INSURANCE

MAY START SURVEY BUREAU

**Meetings of Companies' Committee and
Chicago and Detroit Managers
Are Scheduled Soon**

Inauguration of a survey bureau for initial measurements and surveys in Chicago, together with division of the Chicago territory into four zones for rate making purposes, may result from a meeting of 20 home office officials of the zoning and survey cooperative committee of the National Bureau of Casualty & Surety Underwriters and of Chicago casualty managers and plate glass department superintendents in the La Salle hotel Sept. 16. The large eastern contingent headed by W. A. Reid, vice-president of the Fidelity & Casualty of New York, chairman of the bureau committee, is scheduled to meet for a similar purpose in Detroit Sept. 13.

The Chicago meeting is to continue all day with luncheon at the La Salle. Members of the eastern committee who are expected to attend in addition to Mr. Reid are Norman C. Stevens of the Aetna Casualty & Surety, E. L. Duncan of the Hartford Accident & Indemnity, Carroll Tubman of the Maryland Casualty and T. F. P. Cameron, United States Fidelity & Guaranty. It is expected that 45 companies will be represented locally in the Chicago meeting.

The zoning which is contemplated is the result of differences in experience on plate glass in certain sections of Chicago. The zoning, as well as the movement to handle all initial measurements of glass from a central bureau, is a product of the plate glass department of the National Bureau intended to foster better cooperation between companies, to make the business more efficient and to give better service to policyholders in order to meet "50-50," mutual and reciprocal competition.

Indiana Insurance Company

A STOCK COMPANY CHARTERED IN 1851

DESIRES AGENCY CONNECTIONS IN CITIES AND TOWNS IN INDIANA

Writing **AUTOMOBILE—All Lines in One Policy**
PLATE GLASS—50-50 Policy if Desired
FIRE AND WINDSTORM—Combined Policy; Equal or Unequal Amounts

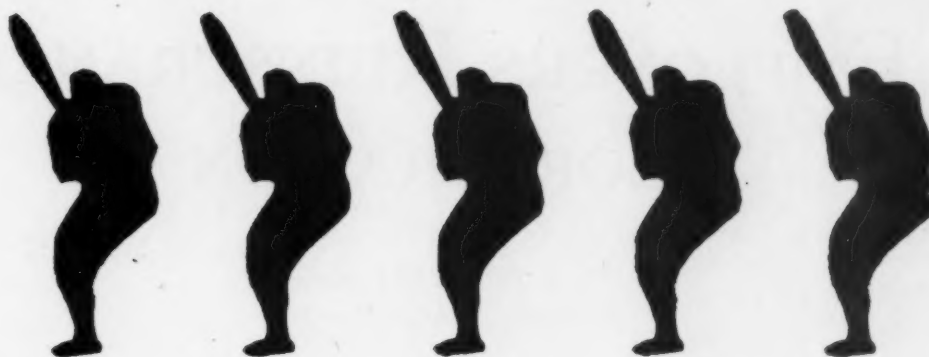
State Agents:

COOLING-GRUMME-MUMFORD CO.
American Central Life Bldg.—Indianapolis
Riley 6452

Special Agents:

ERNEST NEWHOUSE
LA RUE BYRON
EMERSON NEWHOUSE

What Wins a Ball Game?



HITTING hitting always the hitting. True a ball team must have pitching and fielding but a game is won on hits.

The Employers' Group is well up in the league. It is winning its games regularly. And why? Not only because of the splendid pitching done by the Home Office. Not only because of the flawless fielding done by its claim men, auditors, or engineers. But mostly due to the runs knocked in by its agents.

What a murderers' row these agents make, ten thousand strong, every one a fence buster and all batting for one thousand. Just the sort of lineup that a real hitter would like to join. And it can be done. To the agent who can "hit the apple", who does know a good risk from a bad one, who can win ball games, there is always a place on The Employer's Group line-up. Ask the General Agent or Branch Manager in your territory or write to the Agents Department for your uniform.

THE EMPLOYERS' GROUP

Practically every kind of Insurance except Life Insurance, including Fidelity and Surety Bonds

110 MILK STREET

AMERICAN EMPLOYERS'
INSURANCE COMPANY



BOSTON, MASS.

THE EMPLOYERS'
FIRE INSURANCE COMPANY

THE EMPLOYERS' LIABILITY ASSURANCE CORPORATION, LTD.

EMPLOYERS REINSURANCE CORPORATION

E. G. TRIMBLE, President
HOWARD FLAGG, Vice-Pres.

CASUALTY REINSURANCE AND EXCESS
EXCLUSIVELY

Fifteen years ago a small minority of Casualty Companies used Reinsurance. Now, the Company which doesn't is a rare exception.

The growing needs of the Casualty business have been met as they arose. It is gratifying to us to have had a part in the development of Casualty Reinsurance in America, and to have still on our books the accounts of some Companies who have had our Treaties for fifteen years.

OFFICES
HOME OFFICE—KANSAS CITY
INSURANCE BUILDING

CHICAGO
166 WEST JACKSON

LOS ANGELES
431 ROOSEVELT BLDG.

NEW YORK
85 JOHN STREET

CAPITAL.....One and a Half Million
SURPLUS.....Two and a Quarter Million
ASSETSSeven Million

AGENTS CONVENTION NUMBER

The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

National Association

FRIDAY, SEPTEMBER 13, 1929

Michigan Association

If YOU have
ANY QUESTIONS TO ASK
REGARDING

FIRE
WINDSTORM
USE & OCCUPANCY
RENTAL
EXPLOSION
RIOT & CIVIL COMMOTION
GENERAL COVER CONTRACTS

AUTOMOBILE
MOTOR CARGO
MARINE
TOURIST BAGGAGE
PARCEL POST
FURS
JEWELRY
RAIN
AIR CRAFT DAMAGE
GARAGE LIABILITY
PERSONAL EFFECTS
FLOATERS

Write or Wire to
Western Department

BOSTON INSURANCE COMPANY
OLD COLONY INSURANCE COMPANY

LANSING, MICH.

B. L. Hewett, Manager
H. B. Hewett, Assistant Manager

Centralize

FOR "FRIENDLY SERVICE"

Capital \$1,000,000
Surplus 1,257,000
Assets Over 4,100,000

AS CERTIFIED TO U. S.
TREASURY DEPARTMENT
AS OF JUNE 30, 1929

Writing—
Automobile
Miscellaneous Public
Workmen's Compensation
Burglary
Plate Glass
Fidelity
Surety
Health
Accident

More than 3,000 licensed representatives in 43 states have "Centralized" their Casualty and Surety business to the extent of over Six Million in premiums. They *KNOW* the men who are back of this strong, national institution. They *KNOW* the kind of service to expect from them—Practical, Friendly Service with Simple, Direct Methods.



CENTRAL SURETY AND INSURANCE CORPORATION

KANSAS CITY, MISSOURI

Fred W. Fleming,
President



Dennis Hudson, Vice President
Agency Manager

The American Agency System

Can Depend
Upon Our Heartiest Support

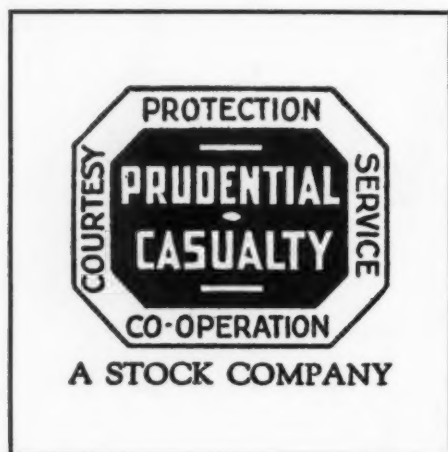
UNDERWRITERS CASUALTY COMPANY

123 Wisconsin Avenue,
Milwaukee, Wisconsin

*Automobile Insurance Exclusively
at
Independendent Rates*

CAPITAL and SURPLUS \$400,000

SERVICE MAKES SUCCESS



ASSURING EVEN BETTER SERVICE

ONE of the best things that Theodore Roosevelt ever said was this, "There is a mighty human side to business when you really get acquainted with the men in it."

The management of this fast growing company is in full accord with this most progressive present day idea—Agents will find in this Company executives who are capable of understanding the problems of the agent. The closest personal contact between agent and Company will always be maintained.

Where ones interests are there will his heart be also—and so it is we want to take this opportunity to send to each and every agent our sincere greeting, and to extend to the Association of Insurance Agents our heartiest wishes for continued success.

Agents will find profit and happiness in representing this Company. Write today for interesting information about a Prudential Casualty connection.

PRUDENTIAL CASUALTY AND SURETY COMPANY

HOME OFFICE
ST. LOUIS, MO.

A S T O C K C O M P A N Y



To the National Association of Insurance Agents the Royal Insurance Company, Limited, sends cordial greetings and best wishes.

May your Association and its members individually enjoy in ever increasing measure, the continued confidence and respect of the Insurance Companies and of the great Public which we all seek to serve

ROYAL

INSURANCE COMPANY LTD

DEPARTMENTAL OFFICES

NEW YORK
William Mackintosh, Mgr.

ATLANTA, GA.
S. Y. Tupper, Mgr.

BOSTON, MASS.
Field & Cowles, Mgrs.

CHICAGO, ILL.
Elwin W. Law, Mgr.

SAN FRANCISCO, CAL.
H. R. Burke, Mgr.

HALF A CENTURY OF SERVICE

PROPER regulation of practices which, when uncontrolled, tend to harm many and benefit few, has since September, 1879, been the chief aim of *The Union*. If forms, rates and commissions were unrestricted, every local agent would be at the mercy of his last scrupulous competitor, and insurance would tend to follow the spoils system—favoritism to the strong, the devil take the rest.

For fifty years *The Union* has been the stabilizing element throughout the Western territory. Small businesses have benefited along with big industries, and the result, from the local agent's standpoint, has been the elevation of conditions to the high plane on which every local agency proprietor can be assured that his business of today will have its value tomorrow.

With the moderate guidance of wise and experienced heads, *The Union* for half a century has worked against the forces of destructive competition, demoralization and business confusion. Its influence has always been on the side of clean competition, good order and fair play. Under *The Union* aegis small companies as well as large have progressed and profited.

Next week *The Union* will complete its first fifty years of service to fire underwriting—rounding out half a century in which its contributions to the welfare of local agent, property-owner, community and insurance itself have been vaster than is generally realized in this work-a-day world.

On the score of practical accomplishment, as well as on the score of intangible but definite value, *The Union's* first fifty years have been well spent in the interest of the Great Middle West.

1879 ————— THE UNION ————— 1929



Globe & Rutgers

FIRE INSURANCE COMPANY



111 William St., New York City

JANUARY 1st, 1929

ASSETS

Bonds and Mortgages.....	\$ 151,234.90
U. S. Liberty Bonds.....	505,000.00
Government, City, Railroad and other Bonds and Stocks.....	86,471,541.50
Cash in Banks and Office.....	3,471,419.30
Premiums in Course of Collection..	7,356,287.74
Interest Accrued	225,533.04
Reinsurance Recoverable on Paid Losses	9,628.48
	<hr/>
	\$98,190,644.96

LIABILITIES

Capital	\$ 7,000,000.00
Surplus	37,252,917.34
Reinsurance Reserve	24,332,695.62
Losses in Course of Adjustment....	10,300,032.00
Commission and other Items.....	7,800,000.00
Reserve for Taxes and Depreciation	11,505,000.00
	<hr/>
	\$98,190,644.96

Surplus to Policy Holders . . . \$44,252,917.34

Losses settled and paid since organization over \$242,000,000

Losses settled and paid 1928....\$17,030,337.70

ISSUES POLICIES AGAINST

Fire, Marine, Tornado, Earthquake, Flood, Hail, Explosion, Riot and Civil Commotion,
Sprinkler Leakage, Inland Marine Transportation, Parcel Post, Automobile, Aviation Insurance

Agents in Canada, Manila, Shanghai, London and Principal European Cities

E. C. Jameson, President

Lyman Candee, Vice-President

W. H. Paulison, Vice-President

J. H. Mulvehill, Vice-Pres. and Secy.

J. D. Lester, Vice-President

A. H. Witthohn, Secretary

A. G. Cassin, Secretary

J. L. Hahn, Assistant Secretary

Scott Coleman, Assistant Secretary

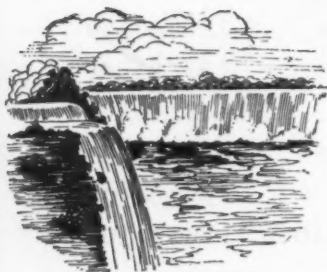
Progress since Consolidation in 1899

	Assets	Reserves	Surplus
Dec. 31, 1899.....	\$ 529,282.59	\$ 28,832.54	\$ 2,028.94
Dec. 31, 1910.....	5,255,362.12	1,936,224.86	2,365,363.37
Dec. 31, 1920.....	42,765,374.55	16,593,764.16	11,361,311.89
Dec. 31, 1925.....	67,922,096.58	20,265,572.73	24,161,943.85
Dec. 31, 1927.....	80,193,738.67	21,794,727.64	29,514,599.03
Dec. 31, 1928.....	98,190,644.96	24,332,695.62	37,252,917.34

AMERICA FORE



"AMERICA FORE"



"AMERICA FORE"



"AMERICA FORE"



"AMERICA FORE"



"AMERICA FORE"



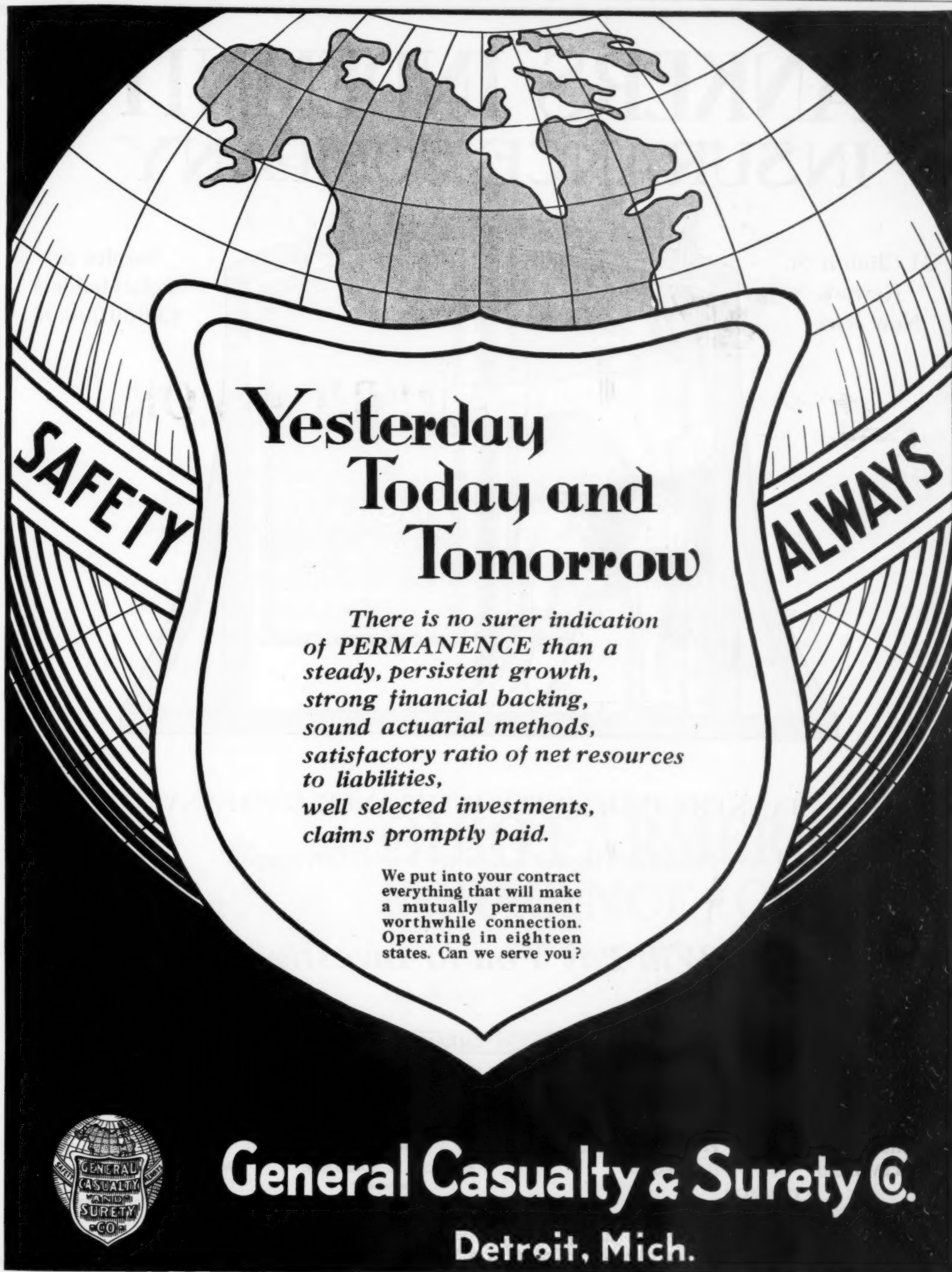
"AMERICA FORE"

"AMERICA FORE"

A group of fire and casualty insurance companies whose reputations and financial stability commend them to agents and insurance buyers alike. At this time of your annual convention, "America Fore" sends greetings and best wishes for continued success to the members of the National Association of Local Insurance Agents.

THE CONTINENTAL INSURANCE COMPANY OF NEW YORK
 FIDELITY-PHENIX FIRE INSURANCE COMPANY OF NEW YORK
 NIAGARA FIRE INSURANCE COMPANY OF NEW YORK
 AMERICAN EAGLE FIRE INSURANCE COMPANY OF NEW YORK
 FIRST AMERICAN FIRE INSURANCE COMPANY OF NEW YORK
 MARYLAND INSURANCE COMPANY OF DELAWARE
 FIDELITY AND CASUALTY COMPANY OF NEW YORK

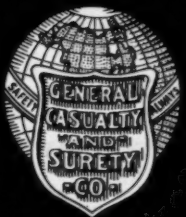
AMERICA FORE



**Yesterday
Today and
Tomorrow**

*There is no surer indication
of PERMANENCE than a
steady, persistent growth,
strong financial backing,
sound actuarial methods,
satisfactory ratio of net resources
to liabilities,
well selected investments,
claims promptly paid.*

**We put into your contract
everything that will make
a mutually permanent
worthwhile connection.
Operating in eighteen
states. Can we serve you?**

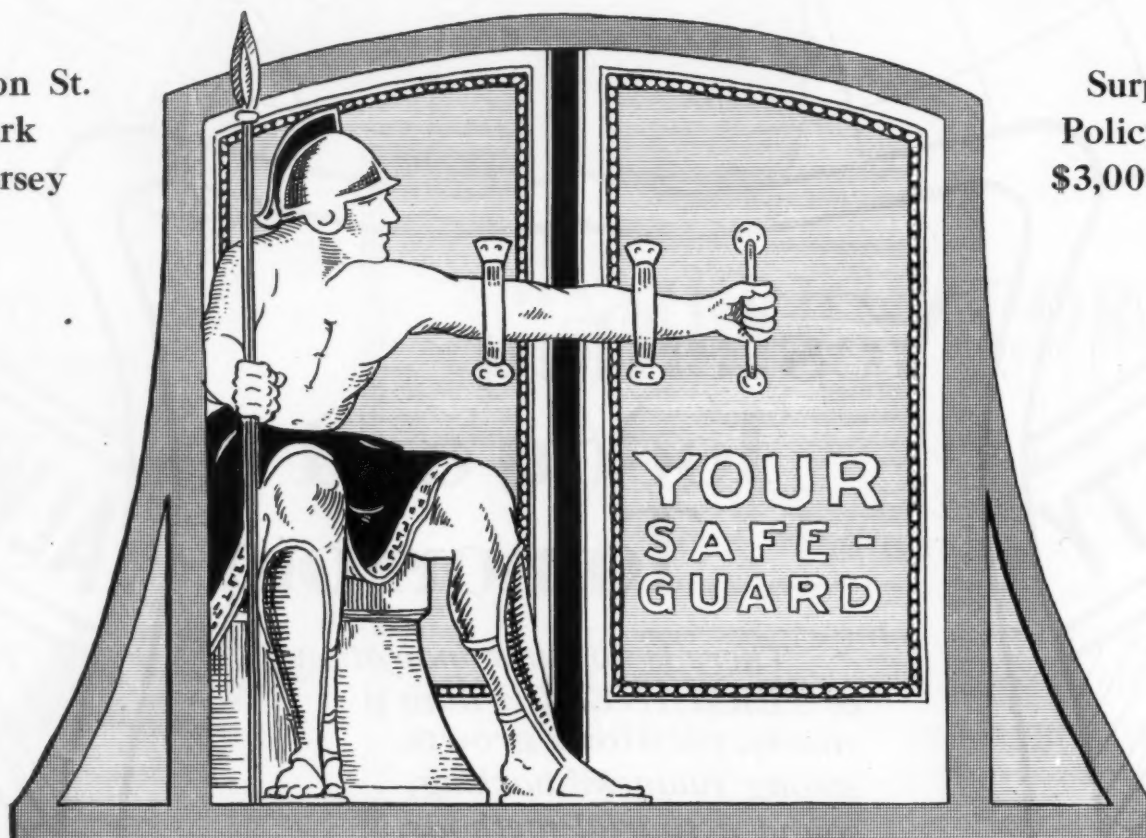


General Casualty & Surety Co.
Detroit, Mich.

BANKERS INDEMNITY INSURANCE COMPANY

31 Clinton St.
Newark
New Jersey

Surplus to
Policyholders
\$3,000,000.00



BANKERS INDEMNITY INSURANCE COMPANY

Features Higher Liability Limit Coverage
without extra cost

It Will Pay You to Investigate

BRANCH OFFICES

PHILADELPHIA	PITTSBURGH
CLEVELAND	HARTFORD
CHICAGO	
(Western Department)	

OFFICERS

C. WESTON BAILEY President	LAURENCE E. FALLS Vice-President
ERNEST H. BABBAGE Secretary	WM. M. GROVER Treasurer
GEORGE W. DONNAN Asst. Secy.	JOHN C. MONTGOMERY Secy. and Asst. Treas.

This advertisement first appeared in insurance journals in May, 1923. Its message is just as true today as it was then.

Conference and Cooperation

All Ohio Farmers agents know that the Company confers regularly with them on vital matters affecting their business. They have come to expect the very highest form of cooperation.

On the other hand, home office officials are always happy to think that local agents bring their problems to the officers for help and counsel. The spirit of mutual helpfulness prevails throughout the Ohio Farmers Family.

The present family pride of all the representatives of the Old Man on the Fence is directly traceable to the wisdom of the pioneers who, in 1848, established a Company based on the same principles the great American Agency System upholds.

The Ohio Farmers Insurance Company thoroughly believes in conference and cooperation.



OHIO FARMERS INSURANCE CO.

Organized 1848

Le Roy - - - Ohio

FIRE AND AUTOMOBILE INSURANCE

Ohio Farmers Insurance Company owns and operates the Ohio Farmers Indemnity Company, a casualty insurance company.



"An Informal Invitation to the Insurance Fraternity"

S—hould
T—ake
A—way
N—ative
D—ecide
A—
R—eturning
D—o

you
a
from
city
to
stop
our
feel

ever
trip
your
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welcome

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S—olicit
U—sing
R—eserved
E—ven
T—elephone
Y—our

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A—dd
L—oyalty
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Y—esterdays

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acquaintance

assistance
hospitality
master
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of today

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M—ake
P—resent
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Y—ou

without
cordial
yourself
your
desires
thought
are under

doubt
welcome
at home
requests
with
that
obligation

of New York

Standard Surety & Casualty Company OF NEW YORK

80 John Street, New York, N. Y.

JOHN R. ENGLISH
Vice-President

FRANK G. MORRIS
President

CHARLES E. HEATH
Vice-President and Secretary

STANLEY MAYNARD
Manager of Agencies

Capital \$1,000,000.00

Surplus \$1,600,027.13

"A Multiple Line Casualty and Surety Company"

The National Underwriter

THIRTY-THIRD YEAR No. 37-A
EXTRA EDITION 25 Cents a Copy

CHICAGO, CINCINNATI, SAN FRANCISCO AND NEW YORK, FRIDAY, SEPTEMBER 13, 1929
Office of Publication, 175 West Jackson Boulevard, Chicago, Illinois

AGENTS
CONVENTION NUMBER

Clyde Smith New Association Head

Percy H. Goodwin Heads Executive Committee—Steps Taken to Enlist More of Big Producers in Organization Activities

Selections Happy

*Convention Headquarters,
Detroit, Mich., Sept. 13.*

The annual meeting of the National Association of Insurance Agents closed with great enthusiasm Friday noon following the election of Clyde B. Smith of Lansing as president. It has been the custom to promote the chairman of the executive committee to the high office. Hence it was the foregone conclusion that Mr. Smith would be chosen. He has been groomed for the place, his training on the executive committee bringing him in contact with the work of the organization in all its important aspects.

Percy H. Goodwin of San Diego, Cal., who has been on the executive committee for the last two years, was chosen as its chairman. Thus there will be brought prominently into the official work one of the active men of the Pacific Coast. Mr. Goodwin is so adjusting his affairs that he can give sufficient time to the National association to warrant his taking this position. In fact, Mr. Goodwin will be in the east from time to time in close touch with National headquarters.

Smith Has Had Fine Training for the Post

Mr. Smith and Mr. Goodwin will make an excellent team. Both are men of excellent judgment. Mr. Smith was formerly in the railway mail service. It is interesting at this time to record the manner in which he entered the insurance business. He was in the lounging room of the railroad Y. M. C. A. in Chicago on one of his trips when he picked up a copy of THE NATIONAL UNDERWRITER from the reading table. He

NEW OFFICERS ELECTED

PRESIDENT

Clyde B. Smith, Lansing, Mich.

CHAIRMAN EXECUTIVE COMMITTEE

Percy H. Goodwin, San Diego, Cal.

REGIONAL VICE-PRESIDENTS

New England States—Charles W. Varney, Rochester, N. H.

Middle Atlantic States—Eugene A. Beach, Syracuse, N. Y.

Southeastern States—Albert R. Menard, Macon, Ga.

East Central States—Harry B. Wilson, Irvine, Ky.

Southwestern States—G. Mabry Seay, Dallas, Texas.

Missouri Valley—To be filled by the executive committee.

North Central States—P. H. Ware, Minneapolis.

Great Lakes States—John F. Ankenbauer, Cincinnati.

Rocky Mountain States—To be filled by the executive committee.

Southwestern Pacific Coast States—H. J. Thielen, Sacramento.

Northwestern Pacific Coast States—To be filled by the executive committee.

glanced through it and concluded that he might write some insurance on the side. He wrote to some of the advertisers and started to get insurance when he secured a company or two. He opened an agency at Vicksburg, Mich., then went into the field for the National of Hartford, traveling for nine years, and

then purchased the Row-Ackerman agency at Lansing. Mr. Smith is a power in Michigan. He served as chairman of the insurance committee of the state association during the winter when the legislature was passing on the Michigan insurance code. He did a wonder—
(CONTINUED ON PAGE 46)

Great Impetus Given

*Convention Headquarters
Detroit, Mich., Sept. 13.*

The National Association of Insurance Agents at the Detroit convention received a great impetus and undoubtedly will be a far greater factor than ever before. It will have to be reckoned with. It will truly be the mouthpiece of the legitimate local agents of the country and will voice their sentiment.

First, the attendance here was remarkable. The big ballroom of the Book-Cadillac was jammed to its farthest limits and many had to stand. Company executives were no doubt surprised at the large gathering and the representative attendance. It was a big meeting in every respect. If there was any doubt that the National association had not "arrived" that was dispelled at this convention. The National Association of Insurance Agents is moving ahead in spite of tremendous opposition from various quarters.

Big Premium Producers Will Be Represented

Perhaps the biggest development at this year's meeting was the movement to secure the active support of members and others who are to become members who represent large premium volume. These men have not been active before but at this convention steps were taken to bring about the cooperation and hearty support of these big city agents.

Fred B. Ayer of Cleveland for some weeks prior to the convention had visited representative cities such as Chicago, Boston, Philadelphia, Pittsburgh, Baltimore, and others, explaining to rep-



CLYDE B. SMITH, Lansing, Mich.
New President National Association



R. P. DeVAN, Charleston, W. Va.
Retiring President



PERCY H. GOODWIN, San Diego, Cal.
Chairman Executive Committee



WALTER H. BENNETT
Secretary National Association

representative agents the possibilities of making the National association a great force provided they were given a greater voice in it. Mr. Ayer called a meeting of the large agents Tuesday. There were 55 agencies represented comprising 455 licensed partners writing in excess of \$42,000,000 business. The plan is to secure the interest of agents where there is a large income thus bringing to the organization the active support of mass premium income and giving the organization a solidarity that it has not heretofore had.

Committee Will Work Out Plans

Mr. Ayer will continue as chairman of the committee that has this important work in charge. There will be four additional men from congested premium income centers appointed to work with him. At the meeting Tuesday there were 25 points represented. The men at that time were enthusiastic as to the possibilities. The commission subject will not be touched upon as this differs in various localities and is something that cannot be taken up in an organization of national character.

The committee will outline a plan for the large premium income agents to function in the organization. It may be that there will be a department of the national body given over to them. A definite program is to be worked out by Mr. Ayer's committee and presented at the mid-year meeting. While some of the large premium income men such as the Cleveland agents, W. Eugene Harrington of Atlanta, Percy H. Goodwin of San Diego and others have taken a prominent part in the work there has not been that active, intense interest which will now be felt in the organization on part of this big element in the business.

Invitations Presented for Annual, Mid-Year Meetings

Boosters for their home and favorite cities were given an opportunity to demonstrate their eloquence and persuasive power Thursday morning when invitations were extended for the 1930 meeting and the next mid-year conference. Sam H. Stewart spoke for Tulsa, Okla. Col. E. E. Goodwyn of Emporia, Va., and T. Garnett Tabb, president of the Virginia association, championed Richmond. R. W. Thompson of Dallas, former Texas president, appeared for Dallas. George D. Markham extended an invitation for St. Louis. Biloxi and Los Angeles also presented invitations. For the mid-year conference Sam C. Ruffin, president of the North Carolina association, and McAlister Carson of Charlotte championed that city for the mid-year meeting. C. Irving Thornburg, president of the West Virginia association, invited the mid-year meeting to be held in Huntington.

Membership Gain Exceeds Quota

The second year of the National association's five year development program has proved a success according to E. M. Sparlin of Rochester, N. Y., chairman of the membership committee. The membership on Aug. 31 was 11,425, or 156 over the required 20 percent increase. Last year 1873 new members were added, 230 were reinstated, while 1693 were dropped. This means a grand total of 2193 additions or a net gain of 410 members. With those figures in mind, Mr. Sparlin advised agents of state associations to make an effort to retain their old members.

Last year 22 states exceeded their quotas. This year 20 states went over the top. There are a few states who lack three or four of their quota. At the close of the official year eight states reached the goal set for the whole five years. Only nine states have less members today than they had when the five year membership plan started in Decem-

Modern Agent Is Flower of Business, Fisk Opines

Up-to-date local agents need not fear the competition of sideline producers in spite of the fact that there are a great many of them still in the business, Earl E. Fisk, chairman of the committee on public relations and education, declared in his annual report delivered at Detroit.

The reason, he said, is that wide awake local agents have organized their businesses so efficiently and are taking so important a part in local activities that they are strictly on a par with other leading business men of their communities and wield a great deal of influence. A result of this growth, he said, has been to give them practically an impregnable place in insurance production.

"The big business men of the United States recognize the important factor that insurance plays in their business," Mr. Fisk said. "Insurance is the protecting wall built about American business, and it is the American insurance agent who has built that wall and continues to maintain and extend it.

Believes Companies Will Recognize Loss

"Some day I think insurance companies will awaken to the fact that these sideliners and petty agents represent more of a loss than an asset. Today the intelligent and service-giving insurance agent is one of the most important factors in the business of his community and is so recognized.

"It is true, that in the past there has been a feeling of general indifference on the part of the public towards the insurance agent. Insurance companies in their misdirected greed after business appointed many sideline agents, and there grew up a feeling upon the part of the general public that when a man failed in everything else he went into the insurance business. During the past year as chairman of the committee on public relations and education I have come into contact with our key men in various parts of the country and every day my respect has been increased for the live-wire insurance agent.

Calls Local Agents "Flower of Business"

"You men here in this room, who have come to attend this great meeting of the National Association of Insurance Agents, represent the flower of business in your own communities, and there are thousands more like you in the ranks of our association.

"Let me present a picture of the up-to-date insurance agent. He maintains a modern office representing sound insurance companies. He knows insurance; he lives it; he breathes it; he talks it. He is a member of his local board, of his state association and the national association. He takes one or more insurance journals and is a stu-

dent of the business, following closely new developments so as to give his customers better service. He is not a commission grabber but an insurance counselor and advisor, and the modern American business man turns to him with his insurance problems just as he turns to his banker with his banking, his lawyer with his legal, and his doctor with his physical difficulties.

"He has up-to-date accounting and office facilities. He often maintains engineering and inspection service for the benefit of his clients and in every way, like other modern American business men, follows efficient and progressive methods of business.

Modern Agent Takes Lead in Civic Affairs

"The modern insurance agent is not an isolated man; he is one of the leading business men of his city and he will be found playing an important part in every civic and charitable activity in his community. Civic service is the rent a man pays to his community, and the insurance agent I am talking about is no slacker on this point.

"This modern agent is the authority and the spokesman for the insurance business in his community. When the people think of insurance they think of him and in the eyes of the public he represents insurance. He is a good man to tie to and in all the talk one hears nowadays about doing away with the American agency system it is well to stop and give a thought to this situation and what the modern American agent represents in the eyes of his own community.

"We believe that we have a fine public relations program which is bringing real results and is of great use and service to all members of the association. The co-operation we have received from the key men and other leaders has been most gratifying."

The other members of the committee are James L. Case, Norwich, Conn.; Albert R. Menard, Macon, Ga.; H. A. Lawrence, Fort Worth, Tex., and L. H. Stubbs, Cedar Rapids, Ia.

Western Departments Well Represented

Western departments were well represented at the meeting. Among those registering were John C. Harding, manager Springfield; A. F. Powrie, manager Fire Association; E. A. Henne, assistant manager America Fore; E. W. Hotchkin, H. W. Boyd and H. F. Gregg, assistant managers Royal; Walter A. Sawyer, superintendent of agents Fireman's Fund; H. G. Casper, Fred S. James & Co.; W. P. Robertson, assistant manager North America; E. D. Lawson, W. H. McGee & Co.; E. M. Schoen, Atlas; H. W. Murray, Universal; C. N. Gorham, American of Newark; G. H. Bell, National of Hartford; C. R. Street, Great American; E. G. Frazier, Springfield, F. & M.; W. N. Achenbach, manager Aetna.

Wilson Greets Friends

C. F. Wilson of Denver, who was elected president of the National association when the convention met in this city in 1905, greeted old friends at the Detroit convention. Mr. Wilson seldom gets to conventions in later years.

Untiring Worker



EARL E. FISK, Green Bay, Wis.
Chairman Public Relations Committee

Important Matters Are Considered at Convention

At the executive session Wednesday evening there was a long discussion over the proposed amendment to the by-laws providing for local board voting on roll call giving local boards one vote for each 10 members and in territories where there were no local boards giving a vote for each 10 members. It was agreed finally to leave the subject with the executive committee with the request that it be given full study and recommendation be made at the mid-year meeting. In fact the executive committee was instructed to revise the constitution and by-laws which have become more or less archaic. This work will be done during the year so that action can be taken at the next meeting.

There is much feeling in the association over the report of the insurance committee of the American Bar Association in its presentation of a so-called model insurance code. The committee has been working on this for some time and in the final draft drew the fire of the local agents.

It is criticized by them first because it makes no reference to the resident agency law. Secondly, it has no provision for licenses and thirdly, it does not include an agency qualification law. George J. Lieber of Detroit, in a very forceful talk urged members to get in touch with lawyers at their homes who will be delegates to the annual meeting of the American Bar Association, acquainting them with the criticisms of the local agents.

G. Leo Weadock of Saginaw, Mich., the new president of the Michigan association, spoke about the cumbersome and unsatisfactory automobile rate manuals and asked that a committee be appointed to study this subject and use its offices in endeavoring to have the company organizations take some action to clarify these manuals and make them more convenient and workable.

Take Tour of City Thursday

The convention adjourned promptly at 1 o'clock Thursday. A buffet luncheon was served to all in attendance, the Detroit agents being hosts. The entire crowd then took busses and were driven through the Ford works at River Rouge and then on to the Ford Airport at Dearborn where the delegates were taken through the factory. A number took occasion to fly over the city and part of Canada.

Agent and Executive View Problems

Business Must Tell Its Tale

Layton Gives Masterly Address at Detroit on Gaining Public Confidence

AGENTS SHOULD ASSIST

Head of National Board's Public Relations Committee Discusses Subject of Major Importance

Concentration on public relations work both by companies and agents; recital of the "impressive and convincing" tale of American fire insurance and the tremendous good that it has done, will assure permanence of the American agency system and will guarantee the future of stock fire insurance, Col. F. D. Layton, president of the National of Hartford, president of the Factory Insurance Association and chairman of the public relations committee of the National Board, told agents at the Detroit meeting this week.

Failure to take advantage of the opportunity now offered by preliminary publicity of the National Board would make no one else responsible but insurance men for lack of public enthusiasm in this great business, he said. Col. Layton's address in part follows:

Believes Proper Publicity Will Foster Public Faith

"Considering the gigantic scope of our operations, which in our business is handled by hundreds of thousands of people, all doing as other good citizens do—trying their best to be worthy of the trust imposed upon them—we feel that we have an efficiently and intelligently conducted industry which is a constructive force in the economic life of our country. Good human relations with the public will convince it, I am sure, that we are entitled to its cooperation and support.

"We purpose more generally to inform the public regarding our activities and to supplant misinformation with fact. Thus we believe we shall transform a more or less indifferent public attitude into one which is actively well disposed toward us.

"We are a very distinct part of the public. Hundreds of thousands of citizens are engaged in the insurance business, performing a real economic service on the one hand and constituting a substantial purchasing power on the other. The benefits accruing to the workers in our industry, therefore, are directly felt by the public itself. The people are not conscious of this. It should be explained to them.

Experts Say Business Does Not Seize Opportunity

"Experts on public relations tell us that a fault of our business is that we devote time and effort to serving the public, but overlook the important point of seeing to it that the public understands what we are actually doing to serve it. It is the old case of hiding one's light under a bushel—feeling as zealous workers frequently do that our endeavors will be properly recognized and appreciated. Mature deliberation and experience have taught us that the

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Company Men Talk to the Point



FRANK D. LAYTON
President National Fire of Hartford



A. DUNCAN REID
President Globe Indemnity

Group Conferences New Feature of 1929 Meeting

There were some features of the annual convention of the National Association of Insurance Agents this year that were unique, differing somewhat from the meetings of the past. In the first place, at the opening session Wednesday there were no official welcomes. These were all given at the get-together dinner. Time was conserved by this plan. One custom originating last year was continued, that being the elimination of all official reports except that of the president, who gives the outstanding features of his administration, and the chairman of the executive committee, who strikes the keynote of the convention. The committee reports are sandwiched between the major items of the program.

Group Conferences Proved a Big Success

Another feature introduced this year was the group conferences at luncheon Wednesday, group 1 comprising those not writing over \$100,000 in premiums, group 2 being those between \$100,000 and \$300,000 and group 3 taking in agencies having more than \$300,000 premium income. These proved to be most interesting and instructive. However, the time was entirely too brief, there not being over 40 minutes allowed before the afternoon session started. Seemingly some plan could be evolved whereby the afternoon session should be started later, the program being cut down in order to allow more time for these practical conferences.

Program Too Crowded With Set Speeches

In fact the regular program was overloaded and entirely too long. The National Association of Insurance Agents unfortunately is getting back to a crowded program of set addresses thus eliminating elasticity and sprightliness in the sessions. Wednesday, for example, was entirely too jammed with a long session in the morning with four set addresses in addition to those of the two officers and the afternoon with five set addresses in addition to two important committee reports and discussions. Then there were the group conferences

Wednesday noon and the long executive session in the evening. This was too much for a single day, the interest lagging during the last hour of the morning and afternoon sessions. There is much chance for trade associations to improve their business sessions. One of the greatest abuses today at banquets and business meetings is the overloaded program.

Big Attendance at the Dinner

At the get-together session there were about 1,100 people fed and many who were not able to be served. There was a large overflow at the banquet. This forced the removal of all tables in the ballroom so that the outside diners could squeeze in. It was undoubtedly the largest function of the kind given by the National association and fortunately was free from the stimulated hilarity and confusion of some previous occasions. The audience was in full control during the speaking. The Detroit and Michigan agents furnished the professional part of the program which was high grade vaudeville and evidently cost a lot of money.

At some of the business sessions the chairs were all taken and many were standing. The attendance was the largest in the history of the National association and the registration was the heaviest. Company executives were impressed with the number at hand.

Haines Given Dinner

Some 25 agents and others associated with the London Guarantee & Accident gave a dinner Wednesday evening in honor of J. M. Haines, recently appointed United States manager. Charles H. Raymond of Detroit presided. A number of those present spoke.

Big Delegation of Travelers Fire

The Travelers Fire was represented by Vice-President Williams, Superintendent of Agents R. D. Safford and Assistant Superintendent of Agents W. C. Kirkland. Mr. Safford was formerly a Michigan field man, being state agent of the Liverpool & London & Globe.

De Van Rebukes Company Pilots

Sees General Effort to Cut Commissions of Bona Fide Producers

AGENTS OPEN TO REASON

National Association Head Is Disappointed at Failure to Recognize Vital Work of Locals

Agents are the bulwark of the insurance business, doing most of the work of fighting inimical legislation in their states, striving earnestly to bring about harmony among all factors in insurance through their National Association of Insurance Agents, and in fact doing the work of a national insurance trade organization rather than merely one of local agents, R. P. DeVan, president of the National association, declared in his address at Detroit Wednesday.

In spite of this fact and of the ever growing importance of the American agency system, he said, the vital place which agents occupy is not fully appreciated in the business. On every side, he said, there appears effort constantly to cut the commissions of producers.

Sees No Way For Agents To Remove Restrictions

There is the constant demand of companies that agents meet mutual competition, whereas Mr. DeVan said there is no way in which they can remove certain company restrictions that circumscribe them in their efforts. Then again there are general cover contracts, automobile dealer agents and other factors that reduce the net profit of local agents. Mr. DeVan said in oil, cotton and other business it appears that companies are meeting price competition "largely by cutting the commissions of the producers."

"Is the retailer, comparable to the insurance producer, going to push the sale of a commodity if the manufacturer is continually cutting his profit?" Mr. DeVan asked. "Is he going to help a manufacturer who sells direct or over his head and thus add to the dealer's cost of operation and reduce his net profit?"

Insurance in Constant Danger of Interference

"If a business cannot regulate itself then government is going to step in; to insurance that danger is 48 times greater than to any other business. No organization is striving so earnestly to bring about harmony among all factors in insurance as the National association. Companies in their organization seem able to make but little united progress. With them individual competition appears to bar cooperation.

"To aid each individual member to realize his true dignity as an insurance agent is an important association objective. The property owner cannot put his premium money into a slot machine and receive a policy of insurance, together with the necessary service. Nor is the renewal left to chance or the assured's

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Colorful Effects Are Lost

President De Van Starts Right Out with Report on Past Year's Activities—Breakdown of Conference Agreement Leaves Sting in Minds of Agency Organization

The usual colorful effects of the opening session of the National Association of Insurance Agents were lost this year because the greetings and complimentary felicitations had been moved back to the evening before at the get-together dinner. Outside of the invocation, which many feel might well be dispensed with at a strictly business gathering, there was nothing to indicate the customary opening exercises. President R. P. DeVan launched at once into a report of the proceedings of the year. The invocation had been said by Rev. C. B. Allen of the Metropolitan Methodist Church.

Discuss Breakdown of Conference Agreement

Evidently the breakdown of the conference agreement with the National Board has left a sharp sting in the minds of members of the agency organization. The agents feel that they received a rather raw deal, although George D. Markham in his address declared there was nothing in the rules of the National Board to permit the organization to take up with a local agents' committee subjects covered in the so-called conference agreement. Mr. DeVan declared that it is impossible to have harmony in the business unless all hands can get together and talk over mutual problems. He feels that companies should recognize the qualified and legitimate agents. He said that unless the conference spirit prevails there will always be dissatisfaction and bad feeling.

Col. Dunham Had Some Criticism to Offer

Col. H. P. Dunham, insurance commissioner of Connecticut, and president of the National Convention of Insurance Commissioners, was very outspoken in his address and walked on dangerous ground so far as the local agents were concerned, as he declared that acquisition cost is excessively high. He said that unless the insurance house is put in order there are likely to be drastic developments. Colonel Dunham was escorted to the platform by E.

J. Cole of Fall River, Mass., and A. S. Galland of Wilkes-Barre, Pa. He said that he had played golf the day before where a stream called the Rouge river had to be crossed. When he came to the Rouge he said he did so with great apprehension. Colonel Dunham declared that he now approached the Rouge again. He asserted that it is up to the agents to broaden the demand for insurance and not try to take business away from one another. That is destructive competition. He criticized the undue extension of credit. He said that some agents are using devious methods to get business. They are departing from established standards. He said that some are laying aside the cancellation table and are using short term policies.

Attention is Called to New Companies

He called attention to the new companies entering the business, saying that many of them are attempting to grab business that has been written by the older companies. He thinks there are 50 companies that desire to get into his state that have not yet been licensed. Colonel Dunham said that it is up to the agents to educate new customers or to go after the under-insured. There is need, he said, to reconsider the relationship of the agents to the insurance business. A greater service must be rendered. He said that companies should be forced to eliminate unwholesome competition in the way of unqualified agents. Commissions, he said, in some cities and states will have to be reduced.

Interesting Statistics as to Licenses Given

Colonel Dunham had secured statistics from 40 states showing that there were 1,679,662 licenses issued. In Canada there were 41,698 licenses. In Connecticut there are 6,103 agents. In Michigan there were 70,240 licenses issued. Colonel Dunham said that the agents should not blindly resist every legitimate move to reduce acquisition cost. Over the entrance to the new li-

Frank Kertz of Buffalo Can Motor Home Now

Frank Kertz of the Kertz Agency, Buffalo, was awarded the Chevrolet sedan that stood in the lobby of the hotel during the convention. It was given by the Detroit agents and was the topic of much conversation as many participants had dreams of driving it home. Mr. Kertz' father established the agency. His mother is associated with him in the work and she was present at the convention.

New Hampshire Agents Win Cup for Best Attendance

C. W. Varney of New Hampshire presented the president's cup to the Vermont association for getting the largest ratio of increase in membership. A. C. Mason, Vermont president, accepted the cup for his organization.

The Detroit agents' cup presented to the state having the greatest combined mileage of members present went to New York with 26,337 miles. California had 20,625 miles with eight present and Texas had 17,851 miles with 13 present.

The attendance cup went to Ohio with 75 members present. New York was second with 73. President J. F. Ankenbauer of the Ohio association accepted the cup, it being given by Fred M. Burton of Texas.

The judges in the advertising contest, C. E. Rickerd, Standard Accident; W. W. Ellis, National Board, and C. E. Freeman, America Fore, awarded the first local board prize to New Orleans and second to Ft. Wayne, Ind. In the individual agency contest Henry G. McMillan of Knoxville, Tenn., won first prize and the Insurance Agency Service of Duluth, second.

brary at Yale are two mottoes that he feels might well be taken to heart by everyone. They are, "Know Thyself" and "Know Thy Opportunity."

Mr. Galland in the discussion declared that if the unfit agents could not be licensed the acquisition cost would take care of itself. J. W. Cook attempted to interrogate Colonel Dunham, asking him why the life insurance agents were given such a big part of the premium as commissions and no criticism seem-

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De Van Is Given Rousing Cheers

Agents Honor Retiring President for Splendid Service During Past Year

GOODWIN GOES OVER BIG

Osculatory Demonstration Given by Retiring Chief and Wife Brings Down the House

Friday mornings session started with the report of the better business methods committee by Stewart Pearce of Tulsa. Clyde Smith introduced E. J. Schofield, vice-president of the Standard Accident, who spoke on the changing conditions of the days. He addressed the audience, "courageous survivors of a tough week."

At the Birmingham meeting, when Detroit extended the invitation for the annual convention, Mr. Schofield sent a poetic telegram which was set to music and used as a convention song. He proved a most convincing and forceful speaker.

Clyde Smith Impervious To Threat of Friday, 13th

When Clyde Smith made his speech of acceptance he called attention to the fact that the day was Friday the 13th, but he banned all superstitions.

James L. Case, organization cheer leader, led the ovation tendered Mr. DeVan for his splendid service during the administration year and Percy Goodwin, the new executive committee chairman, made a fine impression in his few remarks.

O. G. Strong of Cleveland on behalf of the organization presented the retiring president, R. P. DeVan, and Mrs. DeVan with a silver service. Mr. Case escorted Mrs. DeVan to the front and Mr. Strong, witty, versatile and clever, made a most merry-making presentation and then came the annual kissing bee when Mr. DeVan executed a finished osculatory demonstration as he and his beautiful wife stood up to accept the gift. Mr. Case jumped to the chair and

(CONTINUED ON PAGE 62)

New Regional Vice-Presidents of National Association



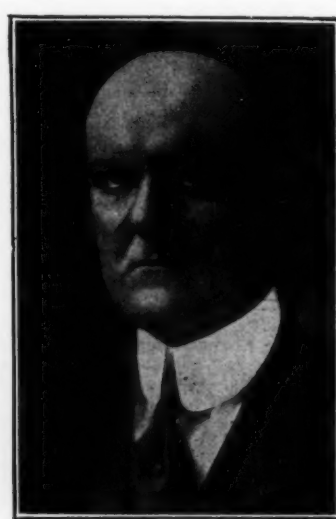
CHARLES W. VARNEY
Rochester, N. H.



JOHN F. ANKENBAUER
Cincinnati



P. H. WARE
Minneapolis



G. MABRY SEAY
Dallas, Tex.

Local Agents Trade Views at Detroit

Group Meetings Prove Valuable

Develop Helpful Tips on Operating Local Agencies on Successful Basis

SOLICITOR UNPROFITABLE

Interchange of Views Discloses Cost of Operating Agencies Varies Between 8 and 10 Percent

Group conferences at Wednesday's luncheon were one of the most profitable and interesting features at this year's meeting in Detroit. The first group comprised those writing not over \$100,000, the second group between \$100,000 and \$300,000 and group 3 included those writing over \$300,000.

P. H. Goodwin of San Diego, Cal., presided as chairman of the group 3 conference. The program was divided into three parts relating to experience with solicitors, production of business and general discussions. The chairman announced the following topics for discussion:

RELATING TO SOLICITORS

Do office solicitors yield a profit to the agency?

What are the relative advantages of their being compensated on a salary or commission basis?

What over-riding commission is necessary for the agency to yield a profit on their business?

What office details should be furnished by the agency and should their accounts be billed by the agency in the agency's name or by the solicitor in his name?

Should a solicitor serve as an independent broker or as a part of the agency organization?

Business Production Was Given a Hearing

PRODUCTION OF BUSINESS

What systematic effort is used in developing prospects?

What permanent record of solicitation is kept and how followed up?

Is insurance abstracting meeting with success as a business producer?

Does an "engineering department" maintained at the expense of the agency pay, and how is it used?

Should an agency use company men versed in special lines and if so, what plan has proved most advantageous?

Does advertising pay? Of following forms, which is most productive: Direct mail, newspaper, billboards, or calendars and novelties?

GENERAL DISCUSSION

What percentage of commission income is used in strictly office handling, not including sales expense?

Successful plans I have used in general office management.

What percentage of time should partners of an agency devote to personal solicitation as compared with development of business through brokers or solicitors and which is most remunerative?

Margin of Profit on Solicitors Small

Mr. Goodwin then announced the first topic for discussion, "Do Office Solicitors Yield a Profit to the Agency?"

Preside at Group Session



J. A. GIBERSON
Alton, Ill.



FRED J. LEWIS
President Milwaukee Board

Efficient Agency Management Needed

The ethics of the insurance business among the agents and the methods used in the transaction of business with the public must first be improved before many of the agents' problems can be solved, said J. S. Pearce, chairman of the better business methods committee. The public demands a much greater service today from the agent, although that service must be rendered with lower commissions and higher wages. There can be but one answer to the problem and that is efficiency, said Mr. Pearce.

If the public comes to expect a greater service from the agent, he said, that service will be rendered by the progressive, proficient agency, and that type of agency will grow while the inefficient man will drop by the wayside. There is need of an organization familiar with the phases of the insurance business from an agency standpoint, said Mr. Pearce to develop better business methods for insurance agents. This organization should not be operated by the National association unless it can be

done on a commercial basis and the service is paid for by the agency using it. No one company could operate such an organization as most agencies represent many companies. There is a field, however, for such an organization if the services of such could be made attractive to the agent. At present efficiency organizations which might be obtained by an agency are not familiar with the practical needs of the insurance business, he said. The need is for one who understands the practical routine of an agency to study the agency as it is now operated, and make improvements and changes to bring about more efficient operation.

The National association, said Mr. Pearce, could accomplish nothing greater than to instill into each agent the desire to improve the methods used in his agency by comparison with others, by studying the various books and pamphlets on management, engaging if possible the services of an efficiency organization familiar in a practical way with the insurance business.

and the discussion opened at once with animated interest. It was brought out by various speakers that the margin of profit on solicitors is relatively small and unless care is exercised business thus obtained will show an actual loss. One speaker declared that a small margin of profit might be expected where the agency over-riding commission is at least 10 percent.

The experience of one large California agency is that the best results are obtained where solicitors are on a salaried basis only. The speaker said, "We feel that it brings us closer to the business thus secured and facilitates the handling of business that naturally gravitates to the office. We turn leads over to the solicitors we think can handle them best."

This same speaker answered a number of questions which brought out the fact that the agency prefers young men who have had, perhaps, two years of previous experience. An average of \$150 a month salary is paid and transportation furnished. These solicitors do no other work than get business.

Answering the question as to what production the agency expected of a solicitor

in the first year the reply was that no particular scale was set but that it was expected that the solicitor would show a profit within a year to a year and a half. Also it was stated that all solicitors were not on the same basis but were paid according to ability in production.

Over-riding Commission Up for Discussion

Another Michigan agency representative said, "Everybody in our organization is on a direct salaried basis. Our men are divided into departments according to their experience. When a new man comes with us we make a recapitulation of the work he has previously done." This agency finds that the solicitor who will produce \$20,000 a year in premiums will earn approximately \$150 a month. This agency feels that it improves the esprit de corps to have its solicitors on a salaried basis as their time can be better regulated than if they are on a commission basis. The experience of this agency is that they realize a profit from their salaried solicitors.

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Aids in New Era of Competition

Clyde B. Smith Tells of Valuable Assistance Association Renders Members

MUST TAKE PRECAUTIONS

Costs of Doing Business, Mergers and Financial Dominance Factors To Be Considered

In his talk at the opening session Clyde B. Smith, chairman of the executive committee, spoke on "The Trade Association and Business Development."

"Business development," he said, "is always an interesting subject. It is the power and motivating influence controlling every successful insurance agency. The National Association of Insurance Agents as the trade association of insurance producers is anxious to emphasize this fact and lead its members into wider and wider fields of activity."

"With the dawn of the so-called new competition came a demand on the National association for a new form of service to guide in meeting that competition. We are now concerned with the latest trend. Competition for the consumer's dollar has brought in its train inquiry into the costs of doing business, mergers to effect economies, and financial dominance of business."

Competition Brings Many Factors Into the Field

"In insurance this competition has brought into the field many new companies, mergers of companies, the creation of gigantic fleets, bankers and enormous sums of new banking capital, efforts to meet competition as illustrated by a new and enlarged plan of writing general cover contracts and other factors too numerous to mention. All this means that new precautions must be taken to safeguard the American agency system and its public service."

"Proper standards of public service have always been held up to the members. But with keener competition for business, it became necessary for agency associations to use their common thought to aid the members in getting desirable business. We are not alone in meeting these changes. Practically every business is confronted with the same necessities and the trade association in each field is the shepherd of the flock. It has been shown that even the biggest business or corporation is lost if it neglects to co-operate through its trade association."

Association Offers Services to Members

"We began with an inquiry into accounting methods and the costs of doing an agency business, in order that our members might proceed with a knowledge of costs and the financial condition of their agencies. We developed for our members an advertising campaign by which they may take advantage of public confidence in them as trade organization men, to sell more insurance written through the agency system. Then came the policy sticker by which members might trade-mark their

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Danger Is Seen in Order Taker

**A. Duncan Reid Tells Agents Un-
skilled Men Must
Look Alive**

AGENCY SYSTEM THREAT

**Old-Time Friend of Independent Pro-
ducers Says Branch Offices
May Increase**

A. Duncan Reid, president of the Globe Indemnity of Newark, sees a dangerous tendency in the trend of agents away from deep study of the business and the thought that they are representatives of their companies for the care and protection of their companies' interests, toward that of being "order-takers" and brokers for the placing of business, he said in his address before the National association at Detroit this week. His subject was "The American Agency System—Its Possibilities and Probabilities, from a Casualty Insurance Viewpoint."

Radical Changes Have Occurred in Recent Years

"This discussion of the American agency system in its relation to casualty insurance is being dealt with solely from the viewpoint of the casualty insurance salesman. Many of you will recall with me that 25 or 30 years ago the very limited group of individuals who pretended to know anything about casualty-surety business were, generally speaking, persons who for one reason or another had developed a very real interest in casualty-surety insurance as it was then written and most of whom were specializing in that business. The number of companies was few and the volume of business was limited, and there was no apparent need for any enlargement of the number of companies, nor of the number of agents specializing in that class of business.

"In spite of the greatly increased opportunities for the sale of casualty-surety insurance, the entrance into the field of the general insurance agent seems curiously enough to have discouraged the casualty-surety insurance specialist, with the exception perhaps of the one line of personal accident insurance. In passing, let me say that the need for the casualty-surety insurance specialist is greater today than it was 30 years ago, and the resulting profit to an efficient casualty-surety insurance salesman is much greater.

One Type Selling Cover Today Is Order Taker

"There are three types of individuals transacting the business today, the first type a highly respectable individual, successful as an insurance agent generally, enjoying the confidence of the business community, and generally a worth-while citizen. If, however, we were to analyze his views on casualty-surety insurance we would be forced to the conclusion that he is an 'order-taker' rather than a salesman. He fails to realize what is an absolute fact, that among his competitors there are men who know the business better than he does, men who have really studied the business and have become more or less specialists, and as such are better salesmen.

"There are two other types of casualty-surety producers. We will first discuss the 'go-getter' agent. This type of man we will find to be comparatively

Offers Good Tip



LAURENCE E. FALLS
Vice-President American of Newark

young,—one who has become interested in the casualty-surety business during the last 10 or 15 years, one with vision who saw the possibilities to be realized by making a thorough and complete study of the casualty-surety business in all its ramifications. With the complete knowledge he has acquired through study, he is not dependent merely upon friendship or other relationships for the development of his business. He recognizes that his community is full of prospective customers who need the various forms of casualty-surety contracts that he has for sale; he understands the coverage of each and the cost thereof.

Go-Getter Feels Duty To Cover All Clients' Needs

"He has a conviction that he is failing in his duty to his prospective clients if he does not bring to their attention the merits of his contracts and of the service behind them. He believes that cheap insurance is dangerous, that there is a true cost of all forms of casualty-surety insurance, and he is familiar with the manner in which rates are prepared and compiled.

"The description would not be complete without mentioning the men who in the ordinary sense are not insurance agents for the reason that in most instances they are salaried men, in other words, branch office representatives. They are usually young men who are familiar only with the casualty-surety business. They direct all their efforts to the development and enlargement of this class of business through branch offices. Generally speaking, they are aggressive, highly intelligent, casualty insurance salesmen.

"It perhaps would be superfluous for me to point out to you that if over a period of years the agents generally, and more particularly those agents who are receiving general agents' commissions, are unable to produce the increase in volume of business required in the natural evolution of the business, then the companies will be driven to an enlargement of the branch office system and that system will become, from the casualty-surety viewpoint, the dominating medium for the production of casualty-surety business.

"It seems to me that our picture of the future would not be complete were we to fail to dwell upon what to me appears to be a serious problem for the agents generally; whether they be general agents or local agents, the problem is theirs. We all have experienced the competition of mutual companies. We recognize that mutual insurance, ef-

(CONTINUED ON PAGE 56)

Falls Says Agents Must Cover Insured's Earnings

Agents are overlooking in use and occupancy insurance a source of additional income that has barely been scratched and which would come in particularly handy at this time when premiums have been reduced and the volume of commissions to agents has been consequently lowered, Laurence E. Falls, vice-president of the American of Newark, declared in his address "A Discussion of Net Earnings (U. & O.) Insurance" at the National association convention in Detroit this week. Mr. Falls in illustrating his point told an anecdote about the agent who sent word to the late Henry Houge that agents were getting as much of the "cake" as they used to, to which Mr. Houge

replied, "Mebbe your knives are not as sharp as they used to be." "Worst of all," Mr. Falls said, "we leave our trusting clients, the assureds, unprotected in what often develops to be their most vulnerable spot." He continued in part:

Insurance Is Business And Not A Profession

"In the first place, may I say that insurance is a business—not a profession, and not a science. Insurance is a business because it follows the ebb and flow of other businesses and is part and parcel of nearly every business in this and every other civilized country. When insurance neglects to keep pace with the other businesses it falls behind in the race; the premium income drops for companies and agents alike, as it has done in the last three years.

"We have reliable statistics to show that in 1926, 43 percent of the business firms which suffered loss by fire failed to re-engage in business. Why? Undoubtedly in most cases a lack of funds with which to meet expenses during the rebuilding period. Use and Occupancy insurance would have supplied these funds to such of the unfortunate businesses as were earning expenses, and for a net profit.

"Net Earnings Insurance" is a more descriptive title, and mere contemplation of this term Net Earnings Insurance directs our thoughts into proper channels for a correct exposition of the coverage.

Too Much Mystery Thrown About This Type of Cover

"There has been too much mystery thrown about this form of insurance. No one can explain this or any other insurance policy unless he has read it thoughtfully and given some study to its application to the kinds of businesses which it is designed to protect; much less can he hope to sell such policies to the public without an understanding of the terms of the contract. Net Earnings has two basic principles which are easily understood, and these two rules can be used again and again to unravel almost any problem which arises:

"First, the policy protects the assured against actual loss of net earnings during the period required to repair the fire damage.

"Second, the assured must buy enough insurance to protect him against a total loss for a year in order to collect all of any loss, partial or total.

"If the assured buys only enough insurance to cover one-half his net earnings value which is at risk, the company is liable for only one-half the actual sustained loss. It would be manifestly unfair for the assured to claim that the one-half of his business which is crippled by a fire damage was the half which was insured, and that the undamaged portion was the uninsured part.

Simple Rule Falls Uses To Find Net Earnings

"To discover how much net earnings insurance a customer needs, I frequently ask myself this simple question, 'How much will this man actually lose, net, in event fire prevents the operation of his business for a year?' That sounds like a puerile question, but I have heard

many hours of debate and bickering over underwriting and loss adjustments which would have been obviated by a frank answer to that simple question.

"In the interest of practical selling I hope I may be allowed to relate the details of an actual sale to a prospect whom I had never seen before. It was the first time I had tried this approach and I learned a lesson from it. I told the president of a manufacturing company that his company was doing a good business, I presumed he was making a profit which his other stockholders would miss if the plant should be damaged or destroyed by fire, that we were issuing a policy to protect such profits, and, considering the amount of value at risk, it would cost him less than the fire property damage insurance which he undoubtedly now carried.

Prospect Declares Surplus Would Tide Company Over

"He countered with the statement that he had built up a surplus which would tide them over until production could be resumed. I then made the statement that every dollar of his surplus which would be required for such purpose was at that moment subject to destruction by fire just as much as if he had converted it into greenbacks, packed in a pine box and stored in the plant, because the burning of the plant would destroy this surplus just as surely as if it were burned up.

"He saw the point, and started to ask questions. Never a word was said about use and occupancy insurance, business interruption indemnity, nor any other double-jointed insurance term. We talked about insuring his profit against destruction or diminution by a fire in his plant.

"In quite logical order the development of this sale followed. 'How much of his profit would we insure?' All the net earnings which the plant had heretofore produced and would continue to produce except for the interruption caused by fire. 'Would we meet all or any part of his payroll while the plant was being rebuilt?' We would pay so much of it as he would have paid out of his accumulated surplus had there been no insurance policy to fall back upon.

Manufacturer Interested In This Line of Approach

"How much of this insurance on profits would we think he ought to carry? Right then the sale was assured and only details remained. His accountant supplied the records, and, item by item we made up a list of all items of outgo which could be avoided if the plant should be shut down.

"This method is superior in my judgment to making a list of unavoidable expense items. In the first method, if an oversight occurs it results in a slight amount of over-insurance, and the assured does not later find himself a co-insurer in event of a partial suspension.

"If we made an earnest effort to insure the net earnings of the prosperous businesses in this very prosperous country there would be no more talk about reduced fire premium income. The

(CONTINUED ON PAGE 56)

For 22 years I have represented the Continental Casualty and I appreciate them so much that I would like to have the agents of the country know how I feel.

Mr. H.G.B. Alexander believed in the American agent. His kindly consideration was always an inspiration. We miss Mr. Alexander, but

Mr. Herman Behrens is a capital "M" Man who also believes in the American agent. He always works with you and for you.

With Herman Behrens is a galaxy of insurance stars (not fixed by a long shot) of tremendous influence in the progress of Continental agents and the American agency system. Tuchbreiter and Timme, Brown and Betts, Maverick and McFall, Cornelius and Claypool, Rathbone and Roberts, Per-dew, Hughes, Teasdale and a host of other good fellows who believe in the American agent.

Leave It 2 Lyle if U want to represent the greatest agency company extant tell it to TUCHbreiter and Teasdale~ and don't forget George Smith.

1794



1929

THE INSURANCE COMPANY of the STATE OF PENNSYLVANIA
PHILADELPHIA, PENNSYLVANIA

Dec. 31	Assets	Reserve	Surplus
1921	\$5,038,142.66	\$2,827,010.19	\$ 642,189.66
1926	6,389,177.18	2,590,488.87	2,092,414.28
1927	7,087,775.91	2,660,273.69	2,602,960.76
1928	7,896,724.12	2,595,677.41	3,131,066.84

Acquire THE OLD "STATE OF PENN."

APPLETON & COX, Inc., ATTORNEY
 8 SOUTH WILLIAM STREET

NEW YORK

Tel.
 Whitehall 3480

MARINE AND INLAND INSURANCE

REPRESENTING

United States Merchants & Shippers Insurance Co.
 Indemnity Mutual Marine Assurance Company, Ltd.
 Royal Exchange Assurance
 Tokio Marine and Fire Insurance Company, Ltd.
 United States Fire Insurance Company
 Western Assurance Company

Fire Association of Philadelphia
 Milwaukee Mechanics' Insurance Company
 North River Insurance Company
 Agricultural Insurance Company
 Westchester Fire Insurance Company

AGGREGATE ADMITTED ASSETS OVER \$148,000,000

BRANCH OFFICES AND GENERAL AGENTS

Atlanta, Georgia,
 Appleton & Cox, Inc.,
 Hurt Building.

Chicago, Illinois,
 Appleton & Cox, Inc.,
 Insurance Exchange Building.

San Francisco, California,
 Pacific Marine Insurance Agency, Inc.
 114 Sansome Street.

Dallas, Texas,
 Frank Rimmer, General Agent,
 Kirby Building.

New Orleans, Louisiana,
 Geo. S. Kausler, Ltd., General Agents,
 Hibernia Bank Bldg.

LOSSES SETTLED PROMPTLY IN ALL PRINCIPAL CITIES OF THE WORLD



Greeting
and
Acknowledgement

IN extending greetings to the National Association of Local Insurance Agents, the Norwich Union Companies express an acknowledgement of the splendid efforts of its Agents.

We appreciate the privilege to cooperate, assist and serve them cheerfully and wholeheartedly at all times, recognizing that the success of our Agents means the success of our Companies.

NORWICH UNION
FIRE INSURANCE SOCIETY, LTD.
75 Maiden Lane, New York

Hart Darlington, *Manager*

EAGLE FIRE COMPANY
of NEW YORK
INCORPORATED 1866
75 Maiden Lane, New York
Hart Darlington, *President*
The Oldest New York Insurance Company

NORWICH UNION
INDEMNITY COMPANY
75 Maiden Lane, New York

H. P. Jackson, *President*

H. L. Kidder, *Secretary*

In NORWICH UNION there is strength.

COMPANIES

Dunham Agitates for Commission Reduction

The agents' commission is a large element in compounding the cost of insurance, said Col. Howard P. Dunham, of Connecticut, president of the National Association of Insurance Commissioners. He said that the public was beginning to ask why it should pay so heavily for the intermediation of a solicitor of business between themselves and the insured. He said this was especially true of the large insured who feel that the solicitor for insurance business performs no services of any substantial value either to themselves or to the insurance companies.

"They know the importance of being insured," he said, "and would in general take out as much insurance if they had to deal directly with the officers of the companies. If they need any assistance at all, they say, that they find a broker more useful than a solicitor of insurance, as all they require is some technical aid in placing their various risks most economically and safely.

Need to Reconsider Relations to Business

"In other words, you agents need to reconsider your relations to the insurance business of this country," he said. "Those of you who are competent are able to perform the service which the New York brokers now so largely perform and you should recognize that in such services will lie your chief title to compensation, and no longer in service analogous to those of a peripatetic book agent who sells books by personal solicitation which would not otherwise be sold."

The problem of facing the growing demand that cost of acquisition in the insurance business be reduced is primarily

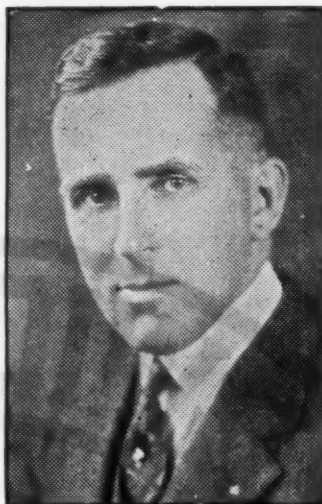
a problem for the managers of the insurance companies, he said. "But you must recognize," he said, "however little you may like the idea that one important element of the cost of insurance to the public is the agent's commission and that there may be drastic development in connection with this element of cost unless you put your house in better order."

Forced by Social Pressure to Act

"In the past your job, to a considerable extent, may also be likened to the job of a mercantile drummer, who gets business for his own concern away from competitors. In mercantile affairs the expensive services of drummers is being increasingly dispensed with, as middlemen are superseded by chain store organizations. Just so, insurance companies are going to be forced by social pressure to do away with those conditions of unwholesome competition which made drummers of business worth paying for.

"I respectfully urge you in good season to set your best minds at work studying the conditions I have briefly outlined. Face the realities bravely and intelligently. You are going to find that many commissions must be reduced. You may find that those of your membership who are most competent will nevertheless be better off. If the requirements on insurance agents are no longer to be met by qualifications analogous to those of the book-agent or the drummer, the influx into the business of new incompetent agents will be checked, and the competent remainder may find in a larger and better-organized

Sounds Warning



H. P. DUNHAM, Hartford
Connecticut Insurance Commissioner

business, a more satisfactory livelihood than in the past.

Shouldn't Blindly Resist All Reductions

"This association is not called upon to show a spirit of altruistic philanthropy. You may, without compunction of conscience, be thoroughly selfish, if your selfishness is an enlightened selfishness. If you blindly resist all reduction of agents' commissions, you place this association on the level of the least enlightened trade unions, for even the labor unions are commencing to recognize that their true interests are to be

Steering Committee for Western Agents

E. E. Fisk of Green Bay, Wis., held a breakfast conference Thursday morning to talk over the possibility of having a conference committee of local agents from Western Union Territory to confer with similar committees from the Western Union and Western Insurance Bureau. It was decided to have each state association appoint one member of a steering committee of which Mr. Fisk will be chairman. This committee is to appoint a conference committee subject to the approval of the executive committee of the National association.

furthered by the prosperity of their own trades, and that the furtherance of this prosperity must be a fundamental guiding principle in their deliberations. You will best serve yourselves, at the same time that you are serving the public in your day and generation, by cooperating intelligently with all those concerned in the conduct of the insurance business in endeavors to make its services to the public more reasonable in price, as well as more beneficial in character, and therefore more widely accepted and more readily paid for."

Ives on Hand Early

Henry Swift Ives, former vice-president of the Casualty Information Clearing House and now connected with the public relations work of the Association of Casualty & Surety Executives, was one of the early registrants. Mr. Ives, who has resided in Evanston, Ill., will move to New York about Oct. 1 and will live at White Plains.

*It's all the same to me just
so I get a "Springfield" Company*
—says the wise Insurance Agent

Springfield Fire & Marine Insurance Co.
George G. Bulkley, President
SPRINGFIELD - MASS.

Michigan Fire and Marine Insurance Co.
Sentinel Fire Insurance Company
New England Fire Insurance Company
Constitution Underwriters Department

Western Dept.: HARDING & LININGER, CHICAGO

For 80 years a valuable asset to Agents



AN AGENTS' PUBLICATION

NEWS from HOME...

EACH year "Postage and The Mailbag," the leading national direct mail publication, conducts its "Gold Contest." This year NEWS from HOME won the prize as the "Best House Publication issued by a User of Direct Mail." This is indeed a distinction, and one more point to substantiate the value of NEWS from HOME to HOME Agents.

to every HOME Agent regularly. It's his magazine, from his Home Office, written around him and for him. Small enough to fit in his pocket; large enough to present many appetising morsels, which he finds worth chewing, and digesting.

Over sixteen thousand copies of each issue definitely dispatched throughout the United States and the world. With one practical purpose . . . to help every HOME Agent sell more insurance. To present in simple and signal manner information toward that end. To offer him news and views of underwriting, advertising, plans, window displays, electros, folders, special service, what the HOME Agent elsewhere is doing and how he does it.

Proof of practicality lies in letters from HOME Agents near and far. They read it, they like it; they use it; it augments their business knowledge which with taking advantage of material and opportunity offered within its pages tends to ultimate sales.

NEWS from HOME is the voice of the HOME to its Agents; it comes from the Advertising Department in which it is but one of the many business-producing services offered.

The HOME

Wilfred Kurth, President



NEW YORK

Cash Capital—\$18,000,000

DATE
TO
UP

Casualty Service

DROP

US A

LINE

FEDERAL SURETY COMPANY

W. L. TAYLOR, *President*

Home Office

Davenport, Iowa

Modern Methods Prove Valuable

E. J. Schofield Says Distribution
Is Paramount Problem
in Business

MUST OFFER SERVICE

Insurance Has Kept Pace with Progress
Says Standard Accident Official
—Education Needed

Insurance has kept pace with the great parade of progress, said E. J. Schofield, vice-president of the Standard Accident. "In every phase and in every department of the insurance world we have found advancement and improvement. The personnel of the home office and the field force today bears a quality which was rarely found some few years ago. The methods of distribution have changed as rapidly as the years have come and gone."

The problem of distribution and marketing is paramount in industry today, said Mr. Schofield. Insurance agents are interested in that problem and with the almost universal recognition of the ownership of expirations theory the task of providing efficient distribution methods must be assumed by the insurance agent.

Methods of Yesterday Not Methods of Today

"We must recognize that the methods of yesterday are not the methods of today," Mr. Schofield said, "and that the methods of today will not serve as a proper method for tomorrow. It's distressing and a disturbing thing to find so many men within the ranks of insurance today who feel it necessary for their own salvation, and, as they view it, for the salvation of the business, to attempt to stem the tide of progress. They stand in the middle of the road and attempt to wave down this great parade of progress instead of climbing aboard the band wagon and riding into the big tent, staying for the concert, and getting everything out of it there is. They fear this new thing is something which will destroy them, and surely it will destroy them if they do not change their methods to suit the necessities of the age. Many of them see in this modern change of consolidation and merger, the buying combines, and all such things, enemies to their future and enemies to their progress rather than evidences of a changing character of merchandising in modern business circles."

"We cannot stop nor stem this tide of progress any more than did the cotton workers of Lancashire stop the advent of the power loom, nor any more than the foundry and the moulders of America put off this machine age, as they attempted to do, nor will they be any more successful than have been the ice dealers of America who sought to prevent the coming of mechanical refrigeration. There are those in our ranks, and plenty of them, who would by statute, by ordinance, or by combined agreement, attempt to keep things in status quo, but that cannot be done, for when business economy and sound business reasons demand a change, the insurance business must conform to that change or cease to serve its legitimate purpose in the business world."

Founded Upon Solid Rock of Service

"This great organization was founded upon the solid rock foundation of service. It is for that reason that you have been privileged to demand during all

For Modernization



E. J. SCHOFIELD
Vice-President Standard Accident

these years one dollar in commission for every dollar of service delivered, and by the same token you have been obliged to deliver a dollar's worth of service for a dollar in commission received. It will serve no good purpose for your organization, and no good purpose for the business in general, to pass laws and ordinances which require the payment of an overwriting commission to an agent who has nothing in the way of service to deliver merely because he exists in a certain locality, or in a certain town. If he does not deliver a dollar's worth of service for every dollar he receives for commission, then you have saddled on the industry of America a supercharge of which that industry will not long approve. We must find some other method to cope with the situation rather than the idea of making a natural and a necessary thing illegal.

Little Attention Paid to Development of Sales Force

"I have been shocked and disturbed at the results of the survey made of the agencies of my company in the great matter of development of sales personnel. Not one agency in 30 do I find willing to invest a single dollar of capital in the education, in the promotion, and in the development of a sales force. You are willing to pay a commission if they write business and bring it to you with a premium, yes, but few do I find who are willing to subscribe to one of the very useful and necessary courses of study for the young man who is to go onto your sales force to give him something of the technical nature of his business. Up to now, most of you have been willing to take men from the inspection bureau, or from company ranks, rather than educate them yourself. I deem it one of the obligations of this organization and of its members to develop a sales force and to educate that force by the investment of capital coming from within your ranks rather than from without."

Agent Must Use Modern Methods

Unless the insurance agent introduces modern methods into his business he will fail to maintain his position as the sole distributing factor for companies, said Mr. Schofield. Some say there are too many insurance agents in the business, now, he said. This may be so but there is a scarcity of insurance talent, the sort of talent able to cope with the situation and deliver the kind of insurance service required. He said that only 70 percent of the automobiles are covered with fire and theft insurance, and probably those only because the finance

(CONTINUED ON PAGE 50)

The days allotted to man....

Three score years and ten!

Each of these three companies has been in business for that period - or longer. Each has an unbroken record of financial solidity, fair dealing with agents, and fair dealing with the public. Prompt payment of proven claims has been the keynote. Ability to pay has been made possible by conservative management - conservative yet progressive.

THE PHOENIX
INSURANCE COMPANY
HARTFORD, CONN.

Connecticut
FIRE INSURANCE COMPANY
HARTFORD, CONN.

Equitable
Fire & Marine Insurance Co.
Providence, R. I.



ACTUAL SIZE 16" x 9"—COLORS ORANGE AND BLACK—TWELVE PICTURES

WHAT THEY COST YOU

Quantity	100	150	200	300	500	750	1000	5000 or more
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Price14	.13½	.13	.12½	.12	.11½	.10	.09½
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Prices include imprinting of name and advertising. Mailing containers can be purchased at slight extra cost. SHIPPING CHARGES TO BE PAID BY PURCHASER.

GET THE EXCLUSIVE FRANCHISE FOR YOUR TOWN—NOW

Exclusive franchises for this calendar will be given to agents except in certain large cities. The franchise will be based on the quantity of calendars allotted to that particular territory.

The first agent to order gets the franchise. Write now and ask for the quantity which will give you the exclusive distribution for your town.

ALSO A JUMBO CALENDAR FOR OFFICE, STORE AND PUBLIC BUILDING USE

Many agents require an especially large calendar for distribution to large offices, business houses and other places where an art calendar is not wanted. For that purpose, we have a jumbo office calendar. The pad measures 15" x 21". It is printed in dark green and red and mounted on a heavy cardboard hanger 21" x 7½". This entire space is available for your advertising. Your name and copy can be printed in large bold block letters.

25 cents

There is a flat price of twenty-five cents each for these calendars in any quantity. No less than fifty calendars can be ordered. There is no exclusive franchise on this calendar.

AT LAST!

A REAL INSURANCE CALENDAR

FOR FIRE AND CASUALTY AGENTS

"Where can I get a good insurance calendar at a reasonable price?"

There has been such a widespread demand for a calendar of this type that The National Underwriter, ever alive to the needs of insurance agents and brokers throughout the country, has designed a calendar to meet your requirements.

WHAT IS IT LIKE?

To begin with, it is a twelve sheet, two color rotogravure calendar printed in orange and black, size 16" x 9". Each month there is a new attractive picture with a message.

A DEFINITE SELLING APPEAL

The twelve pictures were selected not only because they were attractive calendar subjects, but each one features some particular kind of insurance and has a definite selling thought.

This means that wherever one of your calendars is hung, not only is your name and advertisement there for the whole year, but during that time twelve graphic selling thoughts for various kinds of insurance are presented.

YOUR IMPRINT

There is a generous space measuring 2" x 6½" for your name and advertising. This appears just under the picture and will always be readily seen. The type used for your name will be large and easy to read.

THE CALENDAR PAD

The calendar pad is large. It measures 5½" x 7¾". It also shows the preceding and following months. Sundays and holidays printed in color. Moon changes are shown. At the bottom of each page, printed in good size type, is a selling suggestion which ties up with the picture for that month.

THE BEST CALENDAR FOR YOU

After all, a calendar to be worth your while must be one that not only builds good will because of its attractive appearance and utility value, but it must keep your name and business in front of your clients and prospects. It must suggest the need of some form of insurance. The National Underwriter calendar does all of these things. It is real advertising for your agency. At the same time, it is so attractively prepared that anyone will be glad to hang it in their home or office.

THE COST IS LOW

For approximately one cent a month, you can keep your advertising before a client or prospect. In lots of a hundred these calendars sell for fourteen cents each. The price scales down until in quantities of a thousand they cost only a dime apiece.

The National Underwriter,
Advertising Specialty Department,
80 Maiden Lane, New York.

Gentlemen:

This is my application for the exclusive franchise on National Underwriter Calendars for 1930, in.....
Name of Town

..... I will buy.....
State Quantity

calendars. Please advise me at once if this territory is open and the quantity necessary to hold the franchise. This is not an order and does not obligate me to buy the calendar.

NAME

STREET ADDRESS

TOWN..... STATE.....

THE Louisville Board of Fire Underwriters takes this occasion and uses this medium to extend its sincere greetings and best wishes to local agents all over the country who are loyal and true to the American Agency System.

The Louisville Board has steadfastly and enthusiastically supported the National Association of Insurance Agents, its platform, its principles and its effort to advance the interest of local representatives and bring about harmony on all sides.

The Louisville Board is an advocate of organized local agents. It believes in local boards. It believes in the insurance business. It believes in the insurance companies that in season and out stand for the highest ethics of the business. The Louisville Board can be counted on, on every occasion to be in the forefront of those desiring to see the benefits of sound insurance extended.



FOUNDED 1805
THE OLDEST SCOTTISH
INSURANCE OFFICE

Caledonian Insurance Company

UNITED STATES BRANCH: HARTFORD, CONN.

ROBERT R. CLARK, MANAGER

FIRE, LIGHTNING, RENT,
TORNADO, SPRINKLER
LEAKAGE, EARTHQUAKE,
EXPLOSION, RIOT AND
CIVIL COMMOTION AND
AUTOMOBILE

Insurance offered by the old Caledonian, a strictly agency organization, has stood the test of years and has ably protected our agents' clients.

The problem of finding the right protection is eliminated after you become connected with the Caledonian. Claims receive immediate attention and losses are paid promptly.

CALEDONIAN-AMERICAN
INSURANCE COMPANY OF NEW YORK

ROBERT R. CLARK, PRESIDENT

ADMINISTRATIVE OFFICES: HARTFORD, CONN.

Good Public Relations Vital in Surety Business

Good public relations are vital in the surety business, said R. W. Thompson of Dallas, in his talk on "Surety Protection." He said he did not know how many times he had heard material men and others say "Well, what good is a surety bond any way? You never collect unless you go to court and then you may collect if you are lucky."

One of the most important things to get over to the public, Mr. Thompson said, is the fact that a surety bond is not an insurance policy but in signing a bond for a contractor the surety company merely becomes his endorser. In other words, the contractor is given credit for a stipulated fee. The whole structure of surety bonds is a financial guarantee and should be considered a banking proposition, not insurance.

"The public," he continued, "should understand that a contract exists between the owner and the contractor, obligating both to do certain things for a consideration. There are certain well established rights that an endorser has. The public understanding this, can't kick then if, by their own act, they lift the burden from the surety to their own back."

Claim Against Contractor When He Is Solvent

"So long as the contractor is solvent the claim is against him and not the

surety and the contractor must pay. When a dispute arises, even though the surety may think the contractor is wrong and should pay, the surety is helpless to do anything so long as the contractor contests or until judgment is rendered by the court."

Before paying any claims the surety must wait to see that the total of claims won't run in excess of the bond or else it would be stuck with the excess. Material men have often been disappointed because they have sold contractors as much material as they wanted on any kind of terms without any regard for the bond. Mr. Thompson said that if the material man plays his part he can often save himself a long delay and a lot of trouble in getting his money when he sells a contract on certain kinds of payment and the contractor fails to pay as agreed. If he will quietly communicate with the general agent or branch manager of the bond company they will investigate. If the conditions are bad the surety company will take the job over and see that all of the available money from the job pays the bill. If it is only a temporary tieup, no one suffers. If material men can be persuaded to adopt this procedure, good will not only result but it will instill confidence in the agent and the surety business as a whole, and will end a great deal of misunderstanding.

Washington Bills Menace Business

The most far reaching legislative question which affects the insurance business as a whole, said Fred M. Burton of Galveston, chairman of the legislative committee, is that dealing with the code of insurance laws prepared by the American Bar Association for the District of Columbia, which is pending before the United States Congress in the form of Senate bill 1470 and House bill 3941.

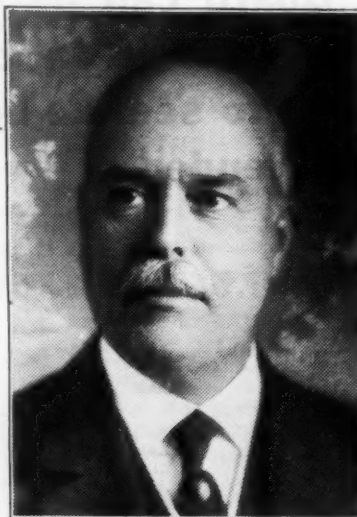
"Unless every state association, local board and insurance agent throughout the country," he said, "rallies at the call of the National association and through every possible channel use their united influence with the senators and representatives, from their districts, to the end that proper amendments may be made to these bills, relating to the

qualification and licensing of fire and casualty insurance agents for the District of Columbia, our business will stand in the most serious jeopardy."

"Nothing of such a national epidemic nature as these bills has threatened our business during the past 12 months, and therefore, in presenting this report, your committee respectfully recommends that suitable resolutions be drawn up, presented to, and adopted at this convention, to the end that proper amendments may be made to the bills now pending before Congress in order that wise and wholesome additions may be incorporated into the code of insurance laws for the District of Columbia."

A good motto is "I can if I will and I will if I can."

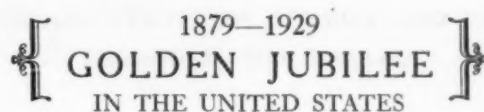
Former Presidents on Hand



GEORGE D. MARKHAM, St. Louis
Former President



JAMES L. CASE, Norwich, Conn.
Former President



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**THE LONDON & LANCASHIRE
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ORIENT INSURANCE COMPANY

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INSURANCE COMPANY, LTD.**

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UNDERWRITERS' AGENCY**

Eastern Department
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Western Department
223 W. Jackson Blvd.
Chicago, Illinois

Pacific Department
332 Pine St.
San Francisco, Cal.

*For Fifty Years
Good Friends of Local Agents*

SOUND**CONSIDERATE****EQUITABLE****PROGRESSIVE**

CORROON & REYNOLDS FLEET

EXTENDING COUNTRY-WIDE SERVICE AND PROTECTION

December 31, 1928, Statements

American Equitable Assurance Company of New York

Assets	Liabilities	Capital	*Net Resources
\$10,099,162.29	\$3,394,266.51	\$2,000,000.00	\$6,704,985.78

Bronx Fire Insurance Company of the City of New York

\$ 4,889,591.12	\$ 755,197.32	\$1,000,000.00	\$4,134,393.80
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Brooklyn Fire Insurance Company

\$ 5,762,813.80	\$1,293,331.77	\$1,000,000.00	\$4,469,482.03
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Globe Insurance Company of America

Pittsburgh, Pa.
(Incorporated 1862)

\$ 2,258,430.77	\$ 813,552.56	\$ 512,000.00	\$1,444,878.21
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Independent Fire Insurance Company

Philadelphia, Pa.

\$ 2,417,189.19	\$ 882,086.24	\$1,000,000.00	\$1,535,102.95
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Independence Indemnity Company

Philadelphia, Pa.

\$12,390,723.48	\$7,770,242.47	\$2,500,000.00	\$4,620,481.01
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Jefferson Fire Insurance Co.

Newark, N. J.

\$ 1,035,147.26	\$ 91,331.57	\$ 400,000.00	\$ 943,815.69
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Knickerbocker Insurance Company of New York

Assets	Liabilities	Capital	*Net Resources
\$ 5,034,363.88	\$2,255,641.18	\$1,000,000.00	\$2,778,722.70

Long Island Fire Insurance Company

\$ 408,657.14	\$ 42,532.38	\$ 200,000.00	\$ 366,124.76
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Merchants and Manufacturers Fire Insurance Company

Newark, N. J.
(Chartered 1849)

\$ 5,774,475.31	\$1,291,847.16	\$1,000,000.00	\$4,482,628.15
-----------------	----------------	----------------	----------------

Metropolitan Fire Insurance Co. of New York

\$ 927,629.05	\$ 134,151.73	\$ 200,000.00	\$ 793,477.32
---------------	---------------	---------------	---------------

New York Fire Insurance Company

(Incorporated 1832)

\$ 2,922,000.19	\$ 927,051.01	\$1,000,000.00	\$1,994,949.18
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Republic Fire Insurance Company

Pittsburgh, Pa.
(Incorporated 1871)

\$ 4,076,176.31	\$1,040,535.31	\$1,000,000.00	\$3,035,641.00
-----------------	----------------	----------------	----------------

Sylvania Insurance Company

Philadelphia, Pa.

\$ 5,327,783.03	\$ 758,805.07	\$1,500,000.00	\$4,568,977.96
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*Net Resources, being aggregate of Capital, Net Surplus and Voluntary Reserves. Above include additional funds paid in since December 31, 1928.

Complete Facilities for Writing All Classes of Insurance, Excepting Life

CORROON & REYNOLDS

INCORPORATED
Manager

92 WILLIAM STREET

NEW YORK

Disability Comes Up for Discussion

At the close of the address by Albert Dodge of Buffalo on the value of a health and accident department to a local agency some one asked Mr. Dodge his opinion as to the non-cancellable disability contract. He stated that he could not conscientiously sell it because he felt that a company could cancel any contract or become so prejudiced against a policyholder that it would force him to drop the policy or take advantage of any technical feature. A. S. Galland of Wilkes-Barre objected to the modern tendency in case of total disability to limit a claimant in securing benefits not being able to pursue "his" occupation to "any gainful occupation." This he feels is an injustice. Mr. Dodge said that undoubtedly competitive conditions have brought about too liberal policy conditions. Companies are forced to draw in their horns or increase rates. An increase in premiums causes selection

against the company. He said that in selling a policy the assured should be made acquainted with its terms so that there would be no misunderstanding that would cause ill feeling.

Accident Renewals Best Kind of Insurance to Have

It was also brought out in the discussion that accident renewals were the best kind of insurance to have in an office. One speaker said that in soliciting accident insurance if he were not able to close the prospect he left his own policy with him to look it over and then had a good excuse to return and get it and thus bring up the subject again. Mr. Dodge said that it was highly necessary to satisfy a policyholder as to his insurance. One delegate stated that health and accident adjustments usually cause considerable friction and might affect other lines in the office.

Snapshots in the Book-Cadillac Lobby

Charles E. Ward of New York, assistant secretary of the Preferred Accident, was in attendance at this year's meeting.

* * *

J. W. DeWeese, fire insurance commissioner from Texas, attended the convention with the Texas delegation.

* * *

W. B. Calhoun of Milwaukee, familiarly known as "Big Bill," chairman of the finance committee, as usual was the song leader and in that position he has no superior.

* * *

A large amount of literature consisting of sample copies of insurance publications, advertising matter, invitations to attend this and that, were placed on

the chairs in the convention hall. Owing to the great mass of material there was very little of it actually read and most of it therefore was wasted.

* * *

A ladies' bridge luncheon was arranged for at the Detroit Yacht Club on Belle Isle for Wednesday. On Thursday afternoon there was a ride about the city some of the important features of Detroit being visited such as the Ford Airport, the Ford factory, the Fisher building, the General Motors building, etc.

* * *

Telegrams of regret were read at the beginning of the first session from Eugene A. Beach, Syracuse, N. Y.; J.

Boosts A. & H.



ALBERT DODGE
President New York Association

H. Johnson, Clarksville, Miss.; J. H. Reba, Fayette, Miss.; A. D. White, manager Los Angeles Fire Insurance Exchange; Cliff C. Jones, Kansas City, and Thomas C. Moffatt, Newark, N. J.

* * *

G. Arthur Howell of Atlanta, Ga., stopped at Detroit enroute home from an extended trip to Alaska.

* * *

Mr. and Mrs. J. E. Rasmussen of Milwaukee attended the Detroit meeting. Mr. Rasmussen is vice-president and secretary of the Underwriters Casualty Company.

Attendance Breaks All Records of Association

Registration for this convention ran above 1,400. This is by all odds the largest registration in the history of the organization. The hotel was crowded and the meeting room was filled at all times. Attendance was most impressive. Big men in the business took time to be in Detroit this week.

Cobb Swings Around Circle on Several Conventions

Herbert Cobb Stebbins of Denver, president of the Association of Fire Insurance General Agents, who spoke at the Detroit meeting, is on an extended convention trip. Going from the National association meeting at Detroit he will attend the insurance commissioners' gathering at Toronto next week. Then he will go to New York for a few days and from there travel to Old Point Comfort to be at the anniversary meeting of the Western Union. The following week he will go to the casualty convention at White Sulphur Springs.

Take Plane to Detroit

Superintendent of Agents Carl Clausen of Chicago and Harry Hull, Indiana state agent, representing the company, attended the funeral of John A. Hoover, veteran state agent of the London & Lancashire Fire group in Ohio, who died a few days ago at his home in Dayton. In order to get to the convention of the National Association of Insurance Agents in time for the get-together dinner they took an airplane to Detroit.

The GENERAL FIRE INSURANCE CO. The URBANE FIRE INSURANCE CO. The EAGLE STAR & BRITISH DOMINIONS INSURANCE CO.

AS a matter of good business you should be familiar with the services rendered by this organization. A familiarity with the facilities to be secured through Fred. S. James & Co. and the companies managed by them will stand you in good stead whenever exceptional service is required. Fred S. James & Co's service is nation wide in scope so that wherever you are it is available to you. Your inquiry is cordially invited.

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MISSOURI STATE LIFE

The Progressive Company

THE Missouri State Life is rapidly nearing the "Billion and a Quarter" mark in amount of insurance in force. Through its progressive ideas and hearty cooperation with field representatives, it has risen to a position of rank and leadership which many other companies twice its age have not yet attained. Progressive agents like the progressive methods of the Missouri State Life. It is happy to be recognized as an Agent's Company.

HILLSMAN TAYLOR, PRESIDENT
St. Louis, Missouri



Admitted Assets Over
\$131,000,000.00

Insurance In Force Over
\$1,210,000,000.00

Wolverine Insurance Company

(Wolverine Bldg.)
LANSING, MICH.

A stock company writing automobile insurance exclusively.

Ask our agents about the service we give.

We still have some desirable territory open.

The Preferred Automobile Insurance Co.

Grand Rapids, Mich.

Hopes you had a good time
at the meeting. If you want
an agency we have some
places to fill. Investigate
us - - - Then write.

Michigan General Agencies Corporation Kalamazoo

Insurance Managers, Agents and Adjusters

George M. Williamson, President

Operating Managers for

Farmers & Mechanics
Agency
Kalamazoo

Farmers & Mechanics
Agency
Three Rivers

Farmers & Mechanics
Agency
Battle Creek

Harvey-Cooper Agency
Muskegon

William R. Zapf, Inc.
Benton Harbor

Williamson & Winters
Kalamazoo

Maximum facilities
for
Fire,
Casualty,
Inland Marine,
and all allied
and miscellaneous
classes of cover.

Associate Agents

Hardt & Clark
South Haven

Howard Parks
Paw Paw

John A. Donia
Zeeland

H. C. Albaugh
Marshall

Gibson Farm Agency
Lawton

E. A. Kirby
Hartford

Inquiries solicited from local agents and brokers who have realized the acute competitive problems which company consolidation and mergers have and will continue to bring into the field and business of the local producer. A confidential and **UNSELFISH** survey of your problems by competent men of long and varied experience will obligate you in no way and may help you. Address inquiry in confidence to:

Michigan General Agencies Corporation

350 South Rose Street
Kalamazoo

A Michigan Company Strong for Agents Strong for Policyholders

THE Columbian National Fire is proud that it is a Michigan Company. It is proud of its Home State and the men who are its agents in it. We believe in Michigan—in its opportunities—in its future.

We are confident that The Columbian National Fire can greatly aid you in making a success of your agency. Being in close touch with our field we know the agent's needs, and we are working with him, serving him and helping him solve his problems.

The Columbian National Fire is a valuable good will builder because of its high type of service and its equitable and speedy adjustment of losses. You need a Michigan company in your agency. The Columbian National Fire is *the* company.

Columbian National Fire Insurance Company of Lansing, Michigan

RALPH B. RAWLINGS
President

EDWARD T. LYONS
Managing Underwriter

The National Underwriter

THIRTY-THIRD YEAR
NUMBER 37-A

CHICAGO, CINCINNATI AND NEW YORK, FRIDAY, SEPTEMBER 13, 1929
Office of Publication, 175 W. Jackson Boulevard, Chicago, Illinois

MICHIGAN AGENTS
CONVENTION NUMBER

Weadock Michigan Agents' New Head

Movement Started to Extend Present Contingent Commission Agreement for Wayne County to Entire State of Michigan

Extension Is Sought

A movement was started at the annual meeting of the Michigan Association of Insurance Agents Tuesday by adoption of a resolution presented by the resolutions committee headed by J. P. Old of Sault Ste. Marie, to extend the contingent commission agreement granted Wayne county to the entire state. The conference committee was instructed to take proper steps to get the wishes of the agents before the company organizations. Clyde B. Smith of Lansing introduced a resolution providing for a commission revision outside of Wayne county but withdrew it in view of the resolution coming from the committee.

Another resolution from the committee instructs members to write letters to companies that are members of the Interstate Underwriters Board requesting them to agree in writing to pay agencies over-riding commission on all business placed in the territory of such agents.

It was further moved to have a committee revise and modernize the rules and include in the revision two recommendations made by G. C. Bickley. One provided that the election of officers be the first order of business at meeting and that nominations be made from the floor. He suggested that the nominating committee recommend two tickets. Furthermore he suggested that all local board members be required to be members of the state organization and the presidents of the local boards be members of the governing committee of the state body.

It was decided to hold next year's

NEW OFFICERS ELECTED

PRESIDENT

G. Leo Weadock, Saginaw

VICE-PRESIDENT

George J. Lieber, Detroit

TREASURER

Zelin C. Goodell, Lansing

DISTRICT VICE-PRESIDENTS

1. George J. Lieber, Detroit; 2. Harold McMartin, Port Huron; 3. Z. C. Goodell, Lansing; 4. William M. Pendleton, Kalamazoo; 5. Earl McVoy, Grand Rapids; 6. G. L. Weadock, Saginaw; 7. W. G. McCune, Petoskey; 8. J. P. Old, Sault Ste. Marie.

NEXT MEETING PLACE

Port Huron

convention at Port Huron in view of the fact that Port Huron waived its rights this year for Detroit. Fred L. Winter presided at the meeting and at the close Mr. Old presented him on behalf of the membership with a substantial check in tribute to his very effective work. G. C. Chaddock of Muskegon was chairman of the nominating committee and Mr. Old of the resolutions committee.

President Winter, in his address, urged all to aid the insurance department in enforcing the insurance laws. He said that the income of agents is being reduced in many ways so that it is up to the rank and file through their organization to assert themselves to preserve the agency system. He said that more county and local boards are

needed. He declared that there is vital call for a closer relation between companies and agents. Secretary George Brown reported a balance of \$1,427 on hand. In the recent drive for membership out of 400 prospects there were 78 new members secured. One member stated that the Detroit association is now basing its membership on individuals rather than agencies. He suggested that this be done with the state association. H. M. Thatcher of Pontiac suggested that local boards adopt similar names patterned after the national and state associations, in order to bring about uniformity. He said, for instance, that the Pontiac body should be known as the Pontiac Association of Insurance Agents.

Brief Session Held

In view of the fact that the National Association of Insurance Agents was holding its annual meeting in Detroit this week, the Michigan Association of Insurance Agents decided to merge its convention with that of the national body. Instead of having the usual two-day meeting, its officers decided to dispense with all formal addresses and held a single session in Detroit Tuesday, which was devoted entirely to business matters.

In the election of officers, G. Leo Weadock of Saginaw, one of the wheelhorses of the Michigan association, who has not missed one of its meetings for many years and has been active in all movements looking to the advancement of the interests of the insurance fraternity of this state, was advanced to the presidency, and was provided with an able corps of assistants, George J. Lieber of Detroit being named as vice-president and Zelin C. Goodell of Lansing as treasurer, with regional vice-presidents for each of the eight districts into which the state is divided. No secretary was named at this time.

Full-Time Secretary for Association Sought

George C. Bickley of Grand Rapids presented a resolution from his city urging that a full-time secretary of the state association be secured, one who is experienced in insurance who will be able to increase the membership and assist local boards. George J. Lieber of Detroit stated that a proposal had been made to the Detroit association to have a joint secretary to act for the Detroit and state associations. He stated that the Detroit association was willing to



G. LEO WEADOCK, Saginaw
New President Michigan Association



FRED L. WINTER, Muskegon
Retiring President of Association



ZELIN C. GOODELL, Lansing
Treasurer Michigan Association



WILLIAM A. DOYLE
President Detroit Association

consider such a proposal provided that proper financial guarantees be made. It was decided to appoint a committee to consider plans for a joint secretary with power to act after conferring with the Detroit association.

Conditions in Automobile Field Are Unsettled

Phil Braun of Flint reported for the conference committee. G. Leo Weadock reported for the automobile committee, stating that a number of recommendations had been made to the Western Automobile Underwriters' Conference looking toward a simplification of the rate manual and rules. He said the present system is very cumbersome and confusing. He declared that the conditions in the automobile field in Michigan are unsettled. Clyde B. Smith reported for the legislative committee stating that no insurance bill passed the last legislature without having the support of the insurance interests of the state. No law hostile to insurance was passed. He said that Michigan now has an excellent insurance code.

In assuming his new office Mr. Weadock, who was greeted with "Wee Doch and Doris" said that numbers are not needed in the agency field today but quality and ability. Mr. Weadock criticized the numerous policy inclusions

and said the agents might organize a company that would issue a policy covering everything not included in the policies of regular companies.

Convention Party Crashes

Mr. and Mrs. J. B. Wallace of Kansas City, Mo., and W. F. Maring, secretary of the Kansas City Association of Insurance Agents, started early Sunday morning to drive to the convention. About four miles from Boonville with Mr. Maring driving, a new driver in another car going at a high rate of speed but evidently unable to control his machine crashed into the insurance party head-on. The other driver was seriously injured and Mrs. Wallace received some injuries. The entire party returned to Kansas City taking the injured man and the rest came by train to Detroit.

National Board Contingent

T. Alfred Fleming, head of the fire prevention department of the National Board in New York, went to Detroit to the convention. W. W. Ellis, superintendent of its public relations department, and Wallace Rogers of Chicago, whose advertising firm is getting up the institutional advertising for the National Board, were also on hand.

Heads Movement



JOHN P. OLD
Sault Ste. Marie

Detroit Agents Active in Looking After Visitors

The Detroit agents were most vigilant and active in looking after the welfare of the visitors. W. A. Doyle, president of the Detroit Association of Insurance Agents, was general chairman of the local committee on arrangements. George J. Lieber was chairman of the executive committee. The other chairmen who were on the job at all times and with their associates rendered excellent service were George W. Carter, finance; John L. Dickinson, entertainment; George Brown, publicity; Leo K. Hennes, program; P. W. Bland, hotel; Charles G. Olds, registration; Charles E. Freese, reception, and A. J. Crandall, transportation. The Michigan association acted as state hosts, Fred L. Winter of Muskegon leading the procession. The Michigan association had a number of members on the leading committees co-operating with the Detroit agents. Miss Alice B. Angell of Adrian headed the Michigan women agents committee. Mrs. W. A. Doyle of Detroit was chairman of the ladies' committee, a number of wives of Michigan association members being on the committee.

B. P. SHERWOOD, President
Grand Haven, Michigan

JOHN H. SEABROOK
Sales Mgr.

W. A. STUART
Agency Director

JAMES K. MILLER
General Mgr.

United Automobile Insurance Company

GRAND RAPIDS, MICH.

Oldest Michigan Stock Company Writing Automobile Insurance Exclusively

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CHARLES B. SCULLY
Vice-President

WALTER H. LEWIS
Vice-President

E. J. PARKER
Vice-President

C. R. CROZIER
Secretary

A. P. WELCH,
Agency Supt.

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GREETINGS from MUSKEGON, MICHIGAN

★★ To the Michigan and National Association of Insurance Agents ★★

Roy Alberts Agency
Campeau & Mullally
Chaddock Agency
Chase and Panney

Roy Doane
Easton Insurance Agency
Oslund Insurance Agency
Meier Agency

Ben Pekelder
Chas. H. Redman
Risk Insurance Agency
F. D. Smith & Company

Tellman Agency
Vanderwerp & Schrier
Fred L. Winter, Inc.

Agents Should Cooperate With State Departments

Urging agents to cultivate the acquaintance of their state commissioner, C. D. Livingston, insurance commissioner of Michigan, spoke on "Cooperation with the State Department of Insurance." He said it was only recently that the relations of the state insurance department with the local agents and field men had gotten over the estrangement due to the anti-compact laws and public sentiment against trusts. However, public sentiment has changed and combinations of the greatest size are formed almost every day without any objection from the press or public. The attitude towards insurance has had a complete reversal and the states now compel the companies to belong to a bureau and file their rates.

The local agents form a large body of men who are actively engaged in the production of business in the various states, said Mr. Livingston. In the majority of states the production of business is of greater importance than the capital invested in the insurance business. For example, in Indiana the net premiums in 1927 amounted to nearly five times the amount of capital and surplus of all the Indiana companies; in Michigan it was nearly six times greater and in Ohio five times.

More Attention Should Be Given Production

The duties of the insurance departments are varied, said Mr. Livingston, and too much attention is sometimes paid to the details connected with the home companies and too little thought given to the enforcement of laws, particularly in regard to the licensing of agents and correcting abuses that exist in the production of business. From the

above figure it is evident that the production of business overshadows the premiums collected by the home companies in most states. It is difficult for the insurance commissioner to get in touch with the production departments in the various states unless the agents interest themselves with becoming acquainted with the insurance commissioners. There is no question, he said, that agents have been backward in attempting to make closer relationships with the insurance department. They leave the matter entirely to the agents who are making complaints and the commissioner gets the impression that the insurance agents comes to the department only when they have a complaint to make. However, considering the great volume of business that is done, he said, complaints are few. This leaves the great body of agents with no close contact with the insurance department.

Combination Can Do Much Public Good

Mr. Livingston then told about the new Michigan insurance code which he says has gone a great way in modernizing the state laws.

In conclusion Mr. Livingston urged the agents to get acquainted with their commissioners and take an active part in the selection of legislative candidates, so that proper insurance laws may be enacted. "The commissioner of insurance occupies a most important position and his powers are broad and arbitrary," he said. "The agents represent a powerful force that can be used in the interest of the insuring public of their state. The commissioner and the agents combined can secure for the public the very best

insurance legislation, and with the cooperation of the department of insurance and the agents those laws can be enforced and the public welfare served."

Casualty Companies Were Well Represented

The casualty companies were ably and well represented at the Detroit meeting. Seemingly the casualty executives are now appreciating the strength and value of the National Association of Insurance Agents. Among the casualty executives present were A. Duncan Reid, president Globe Indemnity; H. P. Jackson, president Norwich Union Indemnity; Spencer Welton, vice-president New York Indemnity; Stanley Maynard, superintendent of agents Standard Casualty & Surety; John L. Mee, president Equitable Casualty & Surety; A. L. Johnson, vice-president, and C. C. Blackwell, western manager, Public Indemnity; J. M. Haines, United States manager, and Paul Olmstead, superintendent of agents, London Guarantee & Accident; J. G. Yost, assistant secretary Fidelity & Deposit; Philip F. Lee, superintendent of agents United States Fidelity & Guaranty; George R. Fulton and Nathan Mobley, United States Casualty; Roy Tuchbreiter, vice-president Continental Casualty; Mike N. Moss, executive vice-president Union Indemnity; J. Ray Donohue, vice-president Pennsylvania Surety.

President C. H. Holland and Superintendent of Agents Bowen of the Independence Indemnity and President A. H. Kraft, New Century Casualty of Chicago, were also in attendance.

The Detroit local companies, the Standard Accident, National Casualty, General Casualty & Surety, Detroit Fidelity & Surety and Central West Casualty, had a full battery of executive talent at the convention all the time.

Seeks Cooperation



C. D. LIVINGSTON
Michigan Insurance Commissioner

Committee Chairmen

Albert Dodge of Buffalo, president of the New York association, was appointed chairman of the resolutions committee and R. W. Troxell of Springfield, Ill., president of the Illinois association, was appointed chairman of the nominating committee.

Frank A. Gantert, executive vice-president Fidelity & Guaranty Fire, Baltimore, and Harry Ogden, vice-president were present at the convention. They were piloted about by Philip F. Lee, superintendent of agents of the United States Fidelity & Guaranty.

Detroit National Fire Insurance Co.

extends salutations to THE NATIONAL ASSOCIATION and grateful greetings to all good friends among Michigan Agents, whose surpassing support we proudly acknowledge.

Each year sees us nearer our goal

"A MILLION IN MICHIGAN"

(\$1,000,000 premiums annually in our Home State)

Our old friends continue friendly and every year adds new friends to the Company supporters. We're not so big that there's lacking the personal friendly contact between Company and loyal producers, which is a major reason why our friends in this State are personally interested and "Boosting" for our advancement and that's what makes "The Detroit National"

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*Pittsburgh, Pa.
Michigan*

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G. L. CHAPMAN, Secretary
JOHN M. BLOOM, Treasurer

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President

WESSON SEYBURN
Vice-President

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EDWARD BURGHARDT
Secretary

JOHN C. TOWNSEND
Treasurer

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the story about Duck Eggs? Why the demand for them is negligible? Well, when a duck lays an egg it keeps mum about it while a chicken having performed the same operation "cluck clucks" all over the place—and the story says you eat the chicken's product because she advertises.

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Reception Head

CHARLES E. FREESE
Chairman of Reception Committee of
Detroit Agents

Underwriting Should Be Main Function

Frank L. Gardner of Poughkeepsie, N. Y., past president, in speaking about the evolution of fire insurance referred to the time when the companies were small. There was one commanding executive who had charge of every department in the entire company. It was an individual company and the manager knew all the employees and had personal relationship with the agents. Mergers began, companies grew larger and became departmentalized. Each department was in charge of a specialist.

An insurance company, he said, is really an investment trust of the highest character because it is supervised by state departments. Investment people began to see the desirability of dealing in insurance stocks. This caused a great demand for them and the selling price began to mount. Old companies increased their capital and the shares were grabbed up. New companies were organized and financed over night. This brought into the business financial men who now have much to say regarding the management of a company. Mr. Gardner said that the success of companies financially and their great earnings in their banking department had

embarrassed agents when rates were increased.

Delighted to See Return of Old Time Underwriter

Mr. Gardner said that he would be delighted to witness the return of the old time underwriter. Insurance men, he asserted, want to see underwriting profit and losses made a factor. The insurance business, he contended, should be conducted on an underwriting basis and companies should not be regarded as an adjunct to a banking house. The vast amount of new capital pouring into insurance has thrown the business into the investment field. A large part of this capital is not needed in insurance. The financial men are now insisting that premium volume be increased in order to give them more money with which to play.

Swan Had Sung Song

At one of the group meetings a bell boy came to the door and asked: "Is Mr. Swan here?" One of the agents said, "No, he has sung his song and departed."

Transportation Head

A. G. CRANDALL
Chairman Transportation Committee
Detroit Agents

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Cut-Throat Competition Is Wasteful, Dunham Holds

Cut-throat competition methods in insurance are responsible for waste, and are opposed to the methods used generally by industry and trade in the United States following discovery that there is sufficient business for all, and which are responsible for the present era of great prosperity, Col. H. P. Dunham, Connecticut commissioner and president of the National Convention of Insurance Commissioners, declared in his address before the agents at Detroit. He recommended this policy of union of all insurance agents in their association for greater aggregate volume of business. Commissioner Dunham also urged the insurance men to check the growing practice of giving long credits to insureds for payment of premiums.

"It is clearly disadvantageous to the insurer, and anything which is fundamentally bad for the insurance business as a whole is bad for you," Colonel Dunham said. "Specifically, also, any departure from cash methods must increase bookkeeping expenses and the risks of your agency business, with no substantial benefits to the body of the insurance agents as a whole."

Discusses Tendency Against Short Rate Table

Colonel Dunham also discussed a tendency to try to get business away from other agents by adopting new methods of short-term insurance and side-stepping the established short-rate table now in effect.

"I see no economic justification for a tendency which, unless checked, will result in your selling insurance like groceries on a month-to-month, or even a week-to-week basis," he said. "Moreover, once the protection of the short-rate table is lost, the value of your goodwill may be jeopardized."

"Many of you are familiar with the

efforts being made to tempt insurance agents, by seemingly advantageous contracts, to switch their business from old and long-tried insurance companies to companies new to the business.

Sees Unsound Competition in Some New Companies

"In so far as some of these new companies are simply the creatures of promoters or stock jobbers, who form them to sell out, they carry no guarantee of safety for clients or permanence for agents. The tendency does not augur well for insurance business in general. It is generally an unfair and unsound competition which is thus inaugurated."

"The insurance agent may increase the number of his clients without taking away a single client from any other agent by educating new members of the public to the advantages of insurance. You are all trying more or less intelligently to do this very thing. When you meet in this association to take counsel together for your common good, you are omitting a good line of approach to a common prosperity unless you study the problem of educating the new clients as to their best method of protecting themselves against all sorts of insurable risks."

Agents Are Instrument of Fine Social Service

"Your work has two aspects. It is true that in one aspect your work consists in earning your livelihood. If that were the whole picture, the activities of this association would be comparable to those of the garment workers' trade union. But in another aspect of your work, you are important factors in the functioning of a great instrumentality of social service. In this aspect the activities of this association may well be modeled on those of associations of liberal professions."

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A N A T I O N A L O R G A N I Z A T I O N

Oppose Non-policy Writing Agent, "Premium Greed"

The committee on resolutions made the following report:

"Premium greed only can explain the appointment by companies of the many nonpolicy writing agents which have been made parasites on the agency system. As a matter of truth, we may well question their classification as producers in the true and direct sense of the word;

"Resolved, therefore, that we respectfully submit that company organizations could render no finer service to the business of insurance than to immediately abolish this class of agents entirely.

"If the financing of insurance premiums on the installment payment plan is found to be economically sound and is found to fill a real public need and to be productive of greater premium volume—

"Resolved, then, that we believe it should be done only upon a plan whereby the collections and remittances remain under the direct control of the agent and we protest any plan of premium financing which interposes an insurance company between the agent and the assured as a collector of any premiums, as injurious to the American agency system."

Two Veteran State Workers



CHARLES L. GANDY, Birmingham
President Alabama Association



EDWARD S. HAWLEY, Buffalo
National Association Veteran

Award Golf Ball Prizes at Ball Wednesday Eve

Those securing the Standard Accident golf ball prize awarded at the ball Wednesday evening were P. H. Brown of Detroit, special agent Hartford Fire, first; E. A. Winter, Cincinnati, second; F. Stucke, Bishopville, S. C., third; Arthur Carman, Saginaw, Mich., fourth, and P. B. Bland, Cadillac Insurance Agency, Detroit, fifth.

The ball Thursday evening was a very brilliant and outstanding affair in the convention week. There were a number of dancing specialties. Detroit agents invited many of their office staffs which added greatly to the enjoyment of the occasion.

Pay Respects to Four Veterans

At the get-together dinner Clyde Smith of Lansing asked four veteran Detroit agents to arise who were present when the National Association of Insurance Agents met in the city 31 years ago. They were: H. R. Vernor, Joseph Goodrich, C. D. Bennett and Leo K. Hennes.

Fred Rye Right at Home

Fred A. Rye, vice-president of the Public Fire of Newark, shook hands with old friends at the convention. He is a former Michigan field man. He traveled in the state and later was western manager of the Commercial Union.

Faithful Convention Follower

E. E. Soenke, vice-president of the Security Fire of Davenport, Ia., is one of the most faithful attendants at National association annual meetings. He is always accompanied by H. J. Brummel, Chicago local agent, who is a director of the company.

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Hundreds of questions and answers prepared by the best underwriters and authorities in the country dealing with problems that confront the local agency are presented in a clear, understanding manner.

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Chicago

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INTERNATIONAL

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of New York

SUMNER BALLARD, President

80 John Street, New York

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THOSE blatant, badly-tuned brass bands — an integral part of the now waning circus always attracted attention. Big horns; shrill flutes and booming drums all combined to broadcast the fact that a circus was in town. People lined the sidewalks for the always late eleven o'clock parade which featured the brass bands. These make-shift circus bands were here today and gone and forgotten tomorrow.

The National Underwriter Company is not a "brass band" organization. During a thirty year period it has slowly built up a strong, compact and smooth functioning company. It has extended its services to insurance fields never covered before. It has been a part of the growing insurance business and today this *world's largest insurance publishing organization* thoroughly covers every phase of insurance. Offices are maintained in all principal cities and representatives travel every section of the country. The following publications of this company are all aiding insurance men.

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A weekly magazine giving the latest news of the fire and casualty fields.
- THE NATIONAL UNDERWRITER (Life Edition)
A weekly magazine devoted to news covering life insurance.
- THE ACCIDENT AND HEALTH REVIEW
A monthly magazine exclusively covering the accident and health field.
- THE CASUALTY INSUROR
A monthly magazine of inspiration for casualty and surety men.
- FIRE PROTECTION
A monthly magazine on fire prevention.

BULLETIN SERVICES

- A. & H. BULLETINS—A monthly loose leaf sales and statistical service for accident and health men.
- DIAMOND LIFE BULLETINS—A monthly loose leaf sales and statistical service for the life insurance business.
- F. C. & S. BULLETINS—A monthly loose leaf sales and informational service covering the entire fire, casualty and surety field except accident and health.

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A training course in the fundamentals, coverage and selling of Casualty and Bond lines.
- TRAINING COURSE IN DEAN SCHEDULE RATING.
A course devoted to an explanation of the "Dean Schedule."
- THE ESSENTIALS OF LIFE UNDERWRITING.
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And remember that wherever you are—New York, San Francisco, Chicago, Los Angeles, or any of the other key cities in which our branches are located, the latch string is out, "welcome" is written all over the doormat and the friendly handclasp of insurance fellowship bids you come in.

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General Agents' President Speaks

A bona fide general agent is in no sense a competitor of the local agent, said President Herbert Cobb Stebbins of the Association of Fire Insurance General Agents. "It naturally follows therefore," he declared, "that general agents will be found standing shoulder to shoulder with the local agents in opposing the writing of local business in the branch offices, which if permitted to flourish unchecked, will undermine the business of both local and general agents."

He said the general agents were operating highly developed service offices, giving their energy to the development of local business through local agents, recognizing the business so developed as belonging to the local agents.

The permanency of the general agent, he said, depends entirely upon the service he renders. He must possess intimate knowledge of the conditions and feelings of the local agents in his particular territory which enables him to give the agents a comprehensive consideration of their problems. A field man, who may be transferred to a different territory at any time, cannot be expected to have the same personal interest, he said, in the problems of the local agent as that possessed by the general agent who is permanently located in his field. He emphasized the fact that the members of the Association of Fire Insurance General Agents are outspoken in their denunciation of all general agency branch offices writing local busi-



HERBERT COBB STEBBINS, Denver
President Association of Fire Insurance
General Agents

ness. He said that practically every underwriting jurisdiction in the country has adopted rules for the writing of local business. The permanency of the American agency system in his opinion rests upon local business being written by local agents only.

Good Selections Made in Leaders for Coming Year (CONTINUED FROM PAGE 11)

ful piece of work and has received many plaudits for his services.

Mr. Goodwin's election was recognition of the request of coast agents that a westerner be placed in line for president. Associations came to the Detroit meeting organized to urge that their section be given representation through Mr. Goodwin high in the councils of the National association.

The new chairman has served on the executive committee for the last three or four years and his advice has always been substantial and constructive. He is one of the most prominent Coast agents and his fellows in that territory have complete confidence in his integrity and sincerity of purpose. His entire business career has been spent on the Pacific Coast although he is a native of

Colorado. Mr. Goodwin started in insurance with his father, N. M. Goodwin, a member of the firm of Goodwin & Goodwin at San Diego in 1904, and succeeded to full partnership when his father died. The new National chairman was active in association affairs, joining the California Association of Insurance Agents in 1918, and has been a member of the executive committee of that body since 1920 and was chairman in 1926.

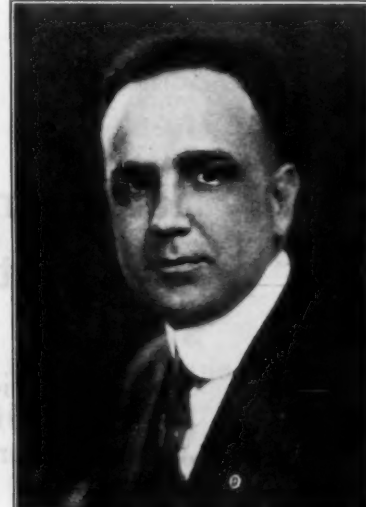
De Van Lives in Hearts of Members

R. P. De Van of Charleston, W. Va., in retiring from the presidency, leaves a warm spot in the hearts of all the members for his magnificent, faithful and intelligent work. He served on the executive committee, then became its chairman and at the West Baden convention was elected president. He proved to be one of the most pleasing, easy and sprightly presiding officers.

Two Association Leaders



E. C. ROTH, Buffalo
Former National President



CLIFFORD A. PAYNE
Jacksonville, Fla.

On Program at Detroit



FRANK T. PRIEST, Wichita, Kan.
Chairman Grievance Committee



R. W. THOMPSON, Dallas
Former President Texas Association

Group Meetings Prove Valuable

(CONTINUED FROM PAGE 15)

Mr. Goodwin then announced the next topic for discussion, "What Over-riding Commission Is Necessary for the Agency to Yield a Profit on Solicitors' Business?" That it costs between 8 percent and 10 percent to handle the business was brought out in this discussion and also that any profit from agents or solicitors must come from an over-riding commission to the agency of more than this percentage.

Question of Competition With Branch Offices

One speaker raised the question as to how an agency can expect to compete with branch offices which pay to solicitors and brokers as much commission as general agents get. A laugh was provoked when this speaker declared, "A salaried basis for solicitors is our only chance for profit and then we have to wait till the man dies or resigns to make it on the business he leaves with the agency."

Another speaker suggested that the 8 percent to 10 percent over-riding commission did not take into consideration the time of the agent himself and if this were added the expense would be considerably more. He believes that the question of solicitors' and brokers' compensation should be a matter of local board ruling and cooperation among the agents.

In Los Angeles it was stated that an increase in commission had been allowed to agents and through board action this increase has been maintained for the agencies, with the result that the agencies now have from 10 to 15 percent over-riding commission and a chance for some profit on the business.

Another agent said that a similar experience had recently occurred in his own city but that upon examining actual results they have found that their increase in earnings through commissions are being offset by a decrease in earnings due to rate reduction.

Office System Plans Were Explained

The next subject announced by the chairman was, "What Office Details Should Be Furnished by the Agency and Should Their Accounts Be Billed by the Agency in the Agency's Name or by the Solicitor in His Name?" The consensus appeared to be that best results were obtained for the agency to bill direct to the policyholder in the

agency's name, thus eliminating delay of securing settlements from solicitors and also losing contact with the business.

"We decided some time ago that volume is a last consideration," was the statement of one speaker. "We decided to give more personal attention to business production, our agency consisting of my partner and myself as owners. We retained the solicitors we had left and began a more intensive work with them and on our own personal efforts. As a result our business has increased 25 percent in a couple of years, and my partner and I find that our part of the profits has increased."

Sole Insurance Men for All Clients

As the time for the session was drawing to a close it was not possible to give much attention to the topics included in the announced program under the head of production of business. One speaker with an agency having over \$400,000 in premiums last year was reported as having 12,000 policy- and bond-holders. The two members of the firm decided that this number of policy-holders was a sufficient clientele upon which to put forth their efforts and they developed a card list showing all the lines of insurance which these 12,000 clients had with the office.

They have since devoted practically all of their attention to soliciting these clients with the idea of becoming as nearly as possible the sole insurance counselors for them. The results have been very satisfactory.

Can Use Clients to Further the Business

The speaker stated that in a recent canvass of four concerns in their list which had small policies they discovered that each of these concerns had a number of salesmen who were using automobiles and they solicited these concerns for automobile contingent liability insurance. They sold three of the four on first solicitation and have since sold the fourth case. "This was easy for us as we were well known to these clients and they were ready to listen to us. Had we been rank strangers we couldn't have done it. Our clients have confidence in our honesty and are willing to listen to our solicitation of additional lines to those they carry with us."

Group No. 2 was presided over by Fred J. Lewis of Milwaukee and the thoughts brought out were along the same line as the group No. 3.

J. A. Giberson of Alton, Ill., presided over group No. 1. The consensus was

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Insurance Board of Cleveland



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CAPITAL \$1,000,000

HAL H. SMITH, President

that agents having less than \$100,000 in premiums could not work out a successful plan to make money when employing solicitors or brokers. A solicitor may be started, he works up a business and then decides to start out on his own hook and gets companies so that he can establish his own agency.

J. J. Gutstadt of Chicago said that when he went to insurance conventions he sent to the city where the convention was to be held and secured a supply of souvenir postcards from the hotel. Then he had printed on this card a message to his customers stating he was attending an insurance convention in order to inform himself that he might provide better service. He stated that he was getting much valuable knowledge and he knew that his insurance clients would appreciate his effort to improve his efficiency. The cards were mailed from the convention city.

Theodore Williams of Mankato said that every agent should have some slogan or alliterative advertising that can be used in all publicity. It was stated that agents should use their own letterheads in dealing with their clients and not use company stationery. It was agreed that spasmodic advertising did not pay; it should be regular and well thought out. One agent said that every month he sent different reminders to his clients bringing up various kinds of insurance.

It was agreed that the telephone girl in an office should be sufficiently acquainted with detail and should be tactful and resourceful. Mr. Giberson stated that he had a poor opinion of a concern where the telephone girl at the close of some sentence responded, "All rightie." The agents felt that where an intelligent survey of a man's insurance needs was made it brought out vividly just what further changes should be made in his insurance scheme. It should be made in writing and interpreted very clearly.

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Former National President

Large City Agents to Be Given Wider Recognition

In the make-up of the new executive committee undoubtedly the large city agents will be organized, as that movement is a most important one and if directed along right channels it undoubtedly will prove a barrier of great strength in the organization. The large city agents have their problems but they have not made themselves felt in the National organization. The growth of the branch office system, the question of supervision of sub-agents, the dealing with non-policy-writing agents and kindred subjects all enter into the program of the agents in the congested value centers.

Goodwin Speaks in New Jersey

Percy H. Goodwin, the new chairman of the executive committee, who will make his initial bow at the annual meeting of the New Jersey association of Jersey City, will speak on "This Unity of Purpose."

Every wide-awake local agent should read his personal copy of THE NATIONAL UNDERWRITER.

RAY B. DUBOC, President

WILL J. BEGGS, Vice-President

E. C. GORDON, Secy.-Treas.

The Western Insurance Companies

Fire—Casualty—Automobile

FORT SCOTT, KANSAS

CONVINCED

That there is a direct benefit to our organization afforded by the annual meetings of the NATIONAL ASSOCIATION OF INSURANCE AGENTS, we extend our appreciation to the Association for such opportunities, and convey to our agents and other friends in attendance at the meeting in Detroit our greetings and best wishes.

Ray B. Duboc

President

THE WESTERN FIRE INSURANCE COMPANY

Capital and surplus over \$1,000,000

Automobile — Fire — Theft — Collision

Fire—Tornado—Rents

Special Builders' Risk Policy

Miscellaneous Lines

THE WESTERN AUTOMOBILE CASUALTY COMPANY

Capital and surplus over \$1,000,000

Automobile Casualty—Property Damage

All Miscellaneous Casualty Lines

Workmen's Compensation

Surety Bonds

COMPLETE COMBINED AGENCY SERVICE

Modern Methods in Selling Vital

(CONTINUED FROM PAGE 22)

organizations and banks which have been extending credit to purchasers required it. He said the Interinsurance Exchange of the Detroit Automobile Club was getting as much business as it did because it had 45 men employed on a full time basis soliciting automobile insurance. Not less than 60 to 70 percent of the companies' total business is produced by 10 to 20 percent of the agents, Mr. Schofield said. As to the competition of new companies which are being organized, it is unreasonable to expect the companies to mark time. They must go forward and if the methods provided by the present distributing means is insufficient other factors must be provided, he said.

Few Agents Actually Putting Methods into Practice

He said the agency leaders were back of a movement to adopt modern merchandising methods in insurance, but few of them are actually putting into practice in their own business the theories which they are attempting to bring about. "I am not pessimistic," he stated, "because I am sure that this

great organization will find its place as it always has, and maintain it in the future as it has in the past, but there must be an awakening and there must be a sense of responsibility on the part of the individual, for it cannot be left to your leaders alone. Your business must begin to think a little bit now about educating and training personnel for your organizations for they are your organizations. You must study merchandising plans. You must outline your future to take care of the demand on the part of the companies and on the part of the insuring public. Your problems are live ones, but I look to the future, knowing that your organization was founded in its original stage upon the foundation of service, that it will be maintained by the delivery of service, that the world of business and industry will need you because of that service and will demand of you that thing which you will be prepared to deliver."

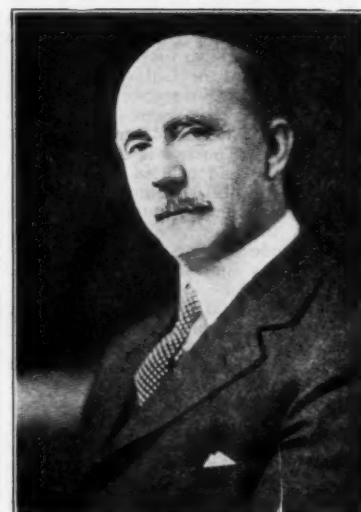
State Associations Hold Dinners

A number of state associations held dinners, gathering together members and thus in an informal way bringing together men from the same state, who were attending the convention.

Possibilities in Casualty Lines

Although casualty insurance already has exceeded fire insurance in premium volume its field is constantly broadening to keep pace with the demands of modern business and unlimited possibilities are open to producers and companies, Edwin J. Cole, chairman of the casualty and surety committee, declared in his report at the Detroit convention. Casualty offers so many possibilities, he said, that in the automobile field alone there are estimated to be 12,000,000 automobile owners waiting for wide-awake agents to sell them liability cover with premiums approximating \$300,000,000, not considering property damage, excess limits and collision cover. An estimate shows that of the 20,000,000 registered cars in the United States less than 40 per cent, or 8,000,000, are insured, Mr. Cole said.

"A substantial increase in the volume of casualty and surety business in 1929 is indicated in reports made by leading companies which reflect the general prosperity in industry and business never before paralleled," he said. "Casualty insurance has made wonderful progress during the past 25 years. The



E. J. COLE, Fall River, Mass.
Chairman Casualty and Surety
Committee

public demand for legislation to provide compensation for injuries or death caused by automobiles continues unabated and each year we see one or more states provide its own machinery to accomplish the purpose. Master minds have grappled with the problem, seeking some plan that will satisfy the public and at the same time operate on a basis of cost fair to those who purchased such protection, and adequate to the company who insured the hazard.

States Steer Clear of Massachusetts Plan

"Casualty insurance is the only practical method whereby any form of automobile compensation law can operate properly. Many of the states have seriously considered a compulsory law, but the experiment in Massachusetts, the pioneer of this plan, worked out so unsatisfactorily that no other state cares to adopt Massachusetts' unworkable plan.

"The plan which appears to have the most merit and is the least criticized is the financial responsibility act which has been adopted by many of the states. New York has accepted this plan and it is now in effect in that state. True, this plan does not provide for the first accident in case the motorist is not financially responsible, but the penalties involved and the revocation of his license to operate a car and his possible inability to obtain insurance coverage after an accident will act as a very strong and definite incentive for the motorist to provide the necessary protection by insurance."

Mr. Cole reported that no new cases were brought to the committee for attention during the year, but that a complaint of long standing regarding commissions on blanket mercantile bonds was to be considered by the executive committee at Detroit this week.

Honor Mason of Vermont

A. C. Mason of Rutland, president of the Vermont association, was asked to arise in honor of his remarkable exploit in securing 65 out of the 82 new members added to the Vermont rolls during the year. It had 81 members before. Vermont thus won the president's cup for largest percentage of new members. There are but four agents in Vermont who should be members who are on the outside. Pennsylvania added 307 new members.

Stanley W. Maynard, superintendent of agents of the Standard Surety & Casualty, was hobnobbing among old friends.



"See what happens as a result of improper glazing! Without that 'ALL RISKS' plate glass insurance, my shop would have had a loss."*

The "ALL RISKS" plate glass policy originated by this company gives your assureds more coverage than the standard contract at no added cost. It is backed by the personalized service of agency-minded executives.

This innovation policy covers damage to plate glass by earthquake, explosion, demolition, repairs, maintenance and improper or incomplete glazing. At present, it is only available to certain sections, but you may be in a favored territory.

Equitable Casualty and Surety Company

JOHN L. MEE, President

"Equitable
in Practice
as in Name"

*Mr. John L. Mee, Pres.
Equitable Casualty & Surety Co.,
2 Lafayette St.,
New York City.

Dear Mr. Mee:

I am interested in learning more about the "All Risks" Plate Glass Policy you have originated and about the advantages of your company.

Name

Address
(NULA)

*We extend to the National Association
of Insurance Agents our best wishes for
a successful and enjoyable convention at Detroit.*

The ideal of prompt and
effective agency co-operation
and constructive public service
....to which the Fireman's Fund
has been devoted for 66 years....
remains in full force and effect,
notwithstanding any change
that may take place in the in-
surance business as a whole.

The Fireman's Fund Insurance Company
Home Fire & Marine Insurance Company
Occidental Insurance Company
Occidental Indemnity Company

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Capital \$2,000,000

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COVERING:

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West Virginia



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INVESTIGATIONS AND ADJUSTMENTS FOR INSURANCE COMPANIES

605-606 BOND BUILDING

WASHINGTON, D.C.

Rendering prompt efficient service to
more than fifty leading Companies.

V. A. NICHOLS
President

PHONES METROPOLITAN
0316-0317-0318-0319-0320

YOU KNOW THEM— by Their Work!

The work of the National Association of Insurance Agents in raising the standards of practice and in promoting the integrity of the insurance profession as a whole has proven to be of inestimable value both to agent and company.

The Northwestern Fire & Marine is in full accord with the principles of the National Association of Insurance Agents. This company believes that only through a spirit of helpful cooperation and mutual esteem can the company and agent hope to succeed. The National Association of Insurance Agents is doing a big job in a big way. May it continue to enjoy its well deserved success.

The NORTHWESTERN FIRE & MARINE INSURANCE COMPANY

MINNEAPOLIS, MINN.

John H. Griffin, Pres.

1916-1929

Illinois Casualty Company SPRINGFIELD

The old, progressive, specialty company
—Automobile insurance only— All-in-one Policy—We are interested in a few more large district contracts in Central West.

Write PAUL W. PICKERING, Secretary

Carriers Entertain at Agents' Meeting

A number of companies had official headquarters. The North British & Mercantile suite was in charge of F. J. Moriarity, Wayne county manager; R. L. Mouk of New York, assistant manager, western department; Chauncey S. S. Miller, advertising director; Ed. L. Spencer and C. A. DeFoe, state agents, and L. J. Goodall, special agent in Michigan.

At the America Fore headquarters were Vice-President William F. Dooley of New York; C. E. Freeman of New York, advertising manager; E. A. Henne, assistant manager western department; Don F. Goss, Michigan state agent; Harry Hunter, Lloyd Eppler, Jack Price, L. J. Gilmore and K. J. Scott, Michigan special agents.

The Maryland Casualty headquarters were in charge of Superintendent L. H. Lippincott of the training school; Field Supervisor Franklin Davies and Manager E. D. Sweet of Cleveland.

Winchester Heads Party From Boston and Old Colony

Edmund Winchester, vice-president of the Boston and Old Colony, headed its delegation. Others at its headquarters were R. C. Dreher, advertising manager; Fred C. Averell, home office marine department; B. L. Hewett, western manager; Fred S. Stewart, superintendent of agencies; T. E. Leutzing, assistant superintendent automobile department in the west; W. D. Cameron, Michigan state agent, and Earl Gibbs, Ohio state agent.

The Continental Casualty rooms were in charge of Vice-President Roy Tuchbreiter, H. C. Brown of New York, eastern superintendent of agents; L. G. Grewe of Chicago, executive special

agent, and George A. Smith, assistant superintendent of agents.

John L. Mee, president, and Howard T. Osborn, superintendent of agents, held sway at the Equitable Casualty rooms.

The Consolidated Indemnity of New York had headquarters in charge of Superintendent of Agents James W. Brushwood and C. M. Abbott, Buffalo manager.

Several Other Companies Represented at Detroit

The London & Lancashire group headquarters was in charge of Carl Claussen, western agency superintendent; A. C. Gilbert, Michigan state agent; W. H. Moeller and E. G. Redemske, Michigan special agents; Harry Hull, Indiana state agent; Bert Lutz, Wisconsin state agent; W. King, underwriter Hartford office, London & Lancashire Indemnity; D. Nixon, Michigan special agent London & Lancashire Indemnity.

The suite of the Central West Casualty of Detroit had as its host Vice-Presidents Henry J. Kennedy, William M. Ames, William Snyder and Thomas J. Lyman; Armstrong Crawford, Chicago manager; A. H. DeCou, Detroit manager, and E. Paul Mautin, field supervisor.

The Royal and Queen headquarters were in charge of Assistant Western Managers Horac W. Boyd, H. F. Gregg and E. W. Hotchkin, R. A. Buckman, Illinois state agent; Eugene Cox, Illinois special agent; P. J. Mangan, Indiana state agent; Joseph Hershberger, Ohio state agent; William Unger, Minnesota state agent, and B. T. Duffey, Cleveland manager.

The Insurance Securities Company,

the holding company for the Union Indemnity group, held forth in elaborate manner, as the Detroit Life, one of its constituent companies, is located in the convention city. Executive Vice-President Mike M. Moss and Vice-President Spencer Welton were the officials in charge of its headquarters.

The General Casualty & Surety of Detroit had official headquarters with Vice-President Frank Bryan, Superintendent of Agents P. J. Berry, Field Supervisors C. V. Carlson, and F. F. Collins, Special Agents L. N. Mitchell, T. J. Holwerda and T. D. Stilwell and F. J. Hagen of the bond department.

The Hartford Fire rooms had as hosts Assistant Western General Agent W. C. Boorn; James Leavitt, superintendent special hazard department; C. E. Nebins, superintendent sprinklered risk department; W. R. Burden, superintendent automobile department; M. S. Davidson, Detroit manager and Special Agents F. E. Peterson, G. R. Edelman, P. H. Boorn and A. E. Ellsworth.

Great Changes in Twenty Years

Miss Edith Goodspeed of Joliet, Ill., at the close of Wednesday afternoon's session, stated that 20 years ago she heard George D. Markham expound the principle of sole agencies. She was impressed by this talk, returned home and wrote to one of her companies that had another agency in Joliet stating that she felt she could no longer represent a company that had another agency in her town. It resulted in the company retiring from her office. Miss Goodspeed said that the company now has four agents in Joliet and in no year has it received as much premium income as it did from her office.

Praises Fire Prevention Work

When J. W. Stickney of Indianapolis, chairman of the fire prevention committee, gave his report he referred to the good work done at Detroit along this line, the city receiving the first prize in

Membership Chief



E. M. SPARLIN, Rochester, N. Y.
Chairman Membership Committee

the fire waste contest conducted by the U. S. Chamber of Commerce. President R. P. DeVan introduced Paxton Mendelssohn, chairman, and Harry L. Shearer, secretary of the fire prevention committee of the Detroit board of commerce, and Gabriel Goldwater, Detroit fire marshal.

Beggs in Attendance

Vice-President Will J. Beggs of the Western Fire of Fort Scott, Kan., who was formerly a local agent at Cleveland and prominent in the association movement, was at the Detroit convention.

COMPLETE FIDELITY and SURETY BOND SERVICE!

Available to Agents Representing
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Agency Contracts Available.
Communicate with home office,
Agency Department

Detroit Fidelity and Surety Company

DETROIT, MICHIGAN

HOMER H. McKEE, President

RALPH J. DALY, Vice-President and Secretary

GEO. R. WENTZ, Sup't of Agencies

COLORFUL EFFECTS LACKING

(CONTINUED FROM PAGE 14)

ingly was made as to that procedure. Colonel Dunham said that he would take "Uncle Jimmy" aside, tell him a story and explain the life insurance situation. Mr. Cook said, "Will it be a bedtime story?" Colonel Dunham immediately replied, "Well, it will put you to sleep."

President Layton on Public Relations

President DeVan in introducing Col. Frank D. Layton, president of the National Fire of Hartford, who is chairman of the public relations committee of the National Board, said that last year criticism was made because fire insurance speakers seemingly dodged the opportunity to speak before the National convention. This year he said that the organization had been very successful in getting outstanding fire insurance executives to give addresses. James L. Case of Norwich, Conn., and Clyde B. Smith, who formerly traveled for the National in Michigan, escorted Colonel Layton to the platform. Colonel Layton said that undoubtedly there was getting to be a better public understanding of insurance. He feels that the local agents should understand its principles and functions so that they can properly interpret them to the public. When Colonel Layton said that he saw no reason why the agents and companies should not work together his remarks elicited applause, indicating again the sentiment in the minds of the agents regarding conference.

Vice-President Falls Spoke on U. & O.

Laurence E. Falls, vice-president of the American of Newark, who is regarded as an authority on use and occupancy insurance, spoke on that subject from a practical standpoint. He

was formerly a local agent at Cleveland for nine years and was a member of the Ohio association. He was escorted to the platform by C. A. Payne of Jacksonville, Fla.

Markham Loses Speech But Goes Over Strong

At the afternoon session Wednesday, George D. Markham of St. Louis, former National president, who is greatly esteemed by the members, found that he had lost his speech since coming to the hotel. He did not have a copy and therefore had to rely on memory in his remarks. Mr. Markham's impromptu observations are always impressive. His big hobby is the sole agency subject. He has harped on that topic for many years and is still at it. He declared that the multiple agency system has caused deterioration in the agency ranks. He said in the old days in order to get a sole agency one had to prepare for it. He not only had to have the business but the qualifications and knowledge to properly represent a company. It was acknowledged to be the crown of success to get the sole agency of a large company. Today, he said, companies are appointing Tom, Dick and Harry, regardless of merit or character. Agents no longer feel any sense of responsibility. As he put it, they are only pipes feeding companies and he remarked they are dead ones. He said the multiple agency system is a wasteful method.

Conference Suggestion Was Presented

Regardless of the breakdown of the National Board conference plan he is not discouraged. He thinks the National executive committee should seek a conference with a dozen heads of company groups and endeavor to reach an agreement with them as to the basis of

agency representation. Agency loyalty now, he said, is killed. What is needed today to arouse the agents is a moral issue. "You have one," ended Mr. Markham.

A. Duncan Reid, president of the Globe Indemnity, who was a local agent in days gone by, said that he had appointed Mr. Markham an agent 29 years ago. Mr. Reid believes in the agency system and in his talk sounded some excellent notes which the agents were glad to hear.

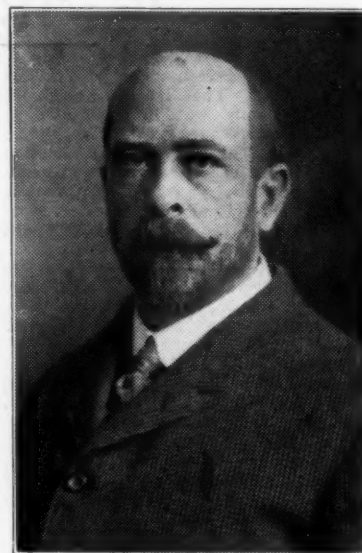
General Motors Man Was a Speaker

Floyd Allen, assistant to the president of the General Motors Corporation, made a hit in discussing business tendencies. He said that the deferred payment method had been introduced in many lines of business and had provided a success although he said that it might not be so well adapted to insurance. He declared that it would probably be more profitable to repossess a Chevrolet car than an insurance policy where the payments had not been met. A number of agents recalled the fact that the General Exchange Insurance Company, which is owned by the General Motors capital, does not have any local agents but writes practically all General Motors cars that have been sold on the deferred payment plan. The General Exchange now has a larger automobile premium income than any other insurance company.

Livingston at Home Among Local Agents

Clyde Smith, executive committee chairman, introduced Insurance Commissioner C. D. Livingston of Michigan, who gave a talk. Mr. Livingston started in insurance as a local agent, then went into the field traveling for many years and before being appointed commissioner was western supervising general agent of the Royal Exchange. He urged local agents to get in touch and

Veteran in Ranks



A. W. NEALE, Cleveland
Former National President

work in conjunction with their state insurance departments.

Herbert Cobb Stebbins of Denver, president of the Association of Fire Insurance General Agents, said that he felt at home in the National association because the founder, Robert S. Brannen, was a Denver local agent. Mr. Stebbins declared that the legitimate general agent conducted a service giving office to the local agent and did not conflict with him in any way.

The American Guaranty Co.

J. B. COAMBS, President

Automobile
Insurance

Fire, Theft
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Property
damage
Collision



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and
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HOME OFFICE—COLUMBUS, OHIO

Desirable Agency Territory Available in Ohio, Indiana and West Virginia

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INSURANCE Co. *of* AMERICA

A GOOD AGENCY COMPANY

FIRE
OCEAN MARINE
INLAND MARINE

AUTOMOBILE
TOURIST
SPRINKLER LEAKAGE
RIOT AND CIVIL COMMOTION
AIRCRAFT PROPERTY DAMAGE

TORNADO
EXPLOSION
EARTHQUAKE



Incorporated in New York State 1891, Capital \$5,000,000

Total Assets Jan. 1, 1929	-	-	-	-	-	\$24,214,423
Liabilities including Capital	-	-	-	-	-	16,478,915
Net Surplus	-	-	-	-	-	7,735,508
Surplus to Policyholders	-	-	-	-	-	12,735,508

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Marine Dept.
John E. Hoffman, Mgr.
NEW YORK

Cuban Dept.
Trust Co. of Cuba
HAVANA

Danger Is Seen in Order Taker

(CONTINUED FROM PAGE 16)

ficiently and economically managed, is a real problem from a competitive viewpoint. It is claimed that the real difference between the cost of stock company insurance and that of mutual insurance is that portion of the premium represented by the commission which is paid by the stock company to its agent. We believe that the service rendered by the agent to his clients is of greater value than any dividend that the mutual company may be able safely to refund to its assured. If stock insurance is to hold its own and increase its volume, it is essential that the agent will have to justify by his individual service to his clients that item known as acquisition cost.

"Surely, the subject we have just reviewed should cause many of us to 'Stop, Look and Listen!' for if we are frank in our review of the conditions as we find them, we are forced to the conclusion that, first of all, the branch office men and the branch office companies are transacting a larger volume of business in certain localities than those companies which are represented by commissioned general agents.

Hope of Agency System Rests with Go-Getter Agent

"If you had been working with the American agency system for some 30 years as I have, and if you have the deep-rooted conviction that I have that the agency system as such is logical and justifies its existence as a part of the economic business necessities of the present day, you would conclude with me that the hope of the future develop-

ment of the casualty-surety business, so far as the agency system is concerned, lies wholly with the so-called 'go-getter' type of agent; and you will agree with me, I am sure, not only that it is fundamentally necessary to continue to improve the efficiency and increase the number of the 'go-getter' type, but that it is absolutely essential that the 'order-taker' type of agent be brought to a realization that he must revamp his outlook on the casualty-surety business.

"I believe that we should give some thought to a condition which seems to be enlarging itself due evidently to a state of mind on the part of a substantial number of agents, to the extent of their regarding themselves as brokers for the placing of business rather than as agents and representatives of companies for the care and protection of their companies' interests. If we were to analyze this, we would find that a few years ago an agent representing a casualty-surety company was proud of the fact that he represented one company only. Today we find that same agent representing two or more companies. He has lost his pride in sole representation. He has become a distributor.

"The volume of business that a given company receives has been reduced materially, and his companies are wondering what they can do, or should do, to increase their volume of business available in the given area. Is it to be wondered, with the tendency toward this multiple representation increasing, that some companies at least have quietly but nevertheless efficiently established an increasing number of branch offices, thereby enabling themselves to obtain business from a greater number of producers in a given area than would otherwise be possible."

State Head Present



R. W. TROXELL, Springfield
President Illinois Association

Falls Says Agents Must Cover Insured's Earnings

(CONTINUED FROM PAGE 16)

trade journals for the last two months have carried articles announcing rate reductions in eleven of the mid-western states. Every rate reduction makes net earnings easier to sell, and every such reduction makes it more imperative that

we insure the immense values being created by industry and trade if we are to keep the wolf from the door.

"Agents must either learn to sell net earnings insurance or go the way of the Ichthyosaurus and the three-toed horse which could not, or would not, adapt themselves to the changing surroundings."

Standard Accident Has Largest Display Room

The Standard Accident had the largest display on the convention floor, having an entire room to itself. Owing to the mechanical robot at the door much attention was drawn to this interesting exhibit in charge of Advertising Manager C. E. Rickerd. Arranged about the floor were booths given over to others who had displays or had officials at hand to extend greetings. Those represented in this group were the Lloyd-Thomas Company, appraisers; United States Fidelity & Guaranty, Central West Casualty, Maryland Casualty, General Casualty & Surety, Michigan Fire & Marine, "Rough Notes," THE NATIONAL UNDERWRITER, "Spectator," Detroit Life, Detroit Fire & Marine and General Accident.

Radio Booth Makes Hit

The Kenneth Watkins Corporation of Detroit, general agent of the General Accident, had a unique feature in its booth, it being a joint radio and victrola machine. Interspersed with radio numbers were records on insurance, some giving features of the General Accident and the Watkins office.



HOLD UP! LOCAL AGENTS

The New Century Casualty Co.

ONE - SEVEN - FIVE W. JACKSON BLVD. CHICAGO

is now writing~

BURGLARY INSURANCE

~ as well as ~

PLATE GLASS

STANDARD FORM
EXCESS FORM
(50/50)

Correspondence
from aggressive
agents



for
exclusive
territory
invited

KANSAS CITY—LEADING LOCAL AGENTS

GREETINGS to the
National Association of Insurance Agents

R. B. Jones & Sons

Since 1889
**INSURANCE UNDERWRITERS
AND ENGINEERS**
Federal Reserve Bank Building
KANSAS CITY, MO.

Managers of the Kansas City Fire and Marine Ins. Co.

SHEA & McCORD

312 New York Life Bldg.
KANSAS CITY, MO.



General Agents
Hartford Accident and
Indemnity Co.

Fred. V. Griffith

**W. B. JOHNSON
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General Insurance
Underwriters

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Kansas City, Mo.

Walter R. Anthony Clarence R. Fidler
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KANSASCITY, MISSOURI

*Reputation
Won With Service*

THOS. MCGEE & SONS
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Extend the facilities of
their office to out-of-town
members of the National
Association in placing
lines in Kansas City.

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Liability and Compensation Depts.
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Treasurer

PHISTER INSURANCE COMPANY

FIDELITY TRUST BUILDING
KANSAS CITY, MO.

PIERCE BUILDING
ST. LOUIS

SPECIALIZING IN ATTENTION TO BROKERAGE ACCOUNTS

KANSAS CITY—THE HEART OF AMERICA

SUSSEX FIRE INSURANCE COMPANY

CAPITAL
\$500,000.00



ASSETS
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60 Park Place

SURPLUS TO POLICYHOLDERS, \$1,872,550.62

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New York State,
George A. Hamilton,
State Agent,
53 Summit Ave.,
Albany, N. Y.

OPERATING STRICTLY AS AN AGENCY COMPANY
IN 27 STATES AND DOMINION OF CANADA

For Agency Connections Address Above, or
ARTHUR H. F. SCHUMM,
Vice President & General Manager

Michigan Association Leaders



LEO K. HENNES
Detroit Program Chairman



PHIL BRAUN, Flint
Former President Michigan Association

Aids New Competition

(CONTINUED FROM PAGE 15)

services. Shortly after began an educational course in the 'American Agency Bulletin,' starting with surety business. Soon we plan to continue this course and extend it to other lines. The crowning bit of National association advantage in business building, however, is our automobile identification certificate, a means whereby our members render services to one another's traveling assureds.

"The theme of our convention last year was business development; it is the

same this year. Our constant effort is to aid our members to become better educated and better service-giving agents, better able to build public confidence in their services and in the American agency system."

Veterans Attend Meeting

At one time during the first day's session there were five veterans of the organization seated near together, they being George D. Markham, St. Louis; E. C. Roth, Buffalo; A. W. Neale, Cleveland; L. L. Rauh, Cincinnati, and E. S. Hawley, Buffalo.

THE CHICAGO FLEET

CHICAGO
Fire and Marine Insurance Company
of CHICAGO, ILLINOIS

PRESIDENTIAL
Fire and Marine Insurance Company
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FREDERICK O'BRIEN, Vice-President

ROBERT N. NEVINS, Secretary
THOMAS D. McCLURE, Treasurer

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RHODE ISLAND INSURANCE CO.**MERCHANTS INS. CO. OF PROVIDENCE****GUARANTY FIRE INSURANCE CO.****EMIL G. PIEPER****President****UNION FIRE INSURANCE COMPANY
OF PARIS, FRANCE****EMIL G. PIEPER****Manager****17 CUSTOM HOUSE ST., PROVIDENCE, R. I.****Rose Explains New York Service**

The installment payment of premiums was discussed by J. W. Rose, past president of the New York State association. He explained the workings of the State Association Service, Inc., which was incorporated by the New York association to take care of premiums collected by its members on a deferred payment basis. He said the collection of premiums is an integral part of production and therefore a part of the agency service and not the function of the insurance companies. "Any installment plan," he continued, "relating thereto should be controlled and operated by the agents themselves. Any such plan that contemplates having a company or its branch offices dealing directly with the assured will discourage agency service and bring the companies and their branch offices into direct competition with the local agent."

It is equally objectionable, he held, to have the installment premium collected through banks or private corporations. The agents have always insisted on that class of concerns keeping out of the insurance business as they cannot offer the insurance service viewpoint the agent has towards his client.

Mr. Rose said that some agents think the installment payment plan would increase the work and detail of their offices as well as their overhead expense, but the plan of the State Association Service, he said, actually lessens work and makes it unnecessary for agents to borrow money from the banks with which to pay balances.

In conclusion Mr. Rose said: "Whether we like it or not the installment payment of premiums has in a few short months become a part of the accepted methods of conducting the insurance business. In my opinion de-



J. W. ROSE, Buffalo
Former President New York Association

ferred payments properly financed will result in larger writing of individual policies, a wider scale of varied lines, elimination of the not taken and canceled policy evil, thus eliminating free insurance; and the availability of installment payments will cause the client to concentrate his insurance into the care of the agent offering this service."

Fire Insurance Commissioner J. W. DeWeese of Texas and Commissioner McQuarrie of Utah were introduced to the convention.


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To build successful agencies and to give those agencies unstinted support is and always has been one of the main planks in our platform of insurance co-operation. We reserve the right to serve our agents cheerfully and whole-heartedly at all times.

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One of the Old Reliable Chicago Agencies

ALL KINDS OF INSURANCE GIVEN PROMPT AND RELIABLE ATTENTION IN OUR VARIOUS DEPARTMENTS

De Van Is Given Rousing Cheers

(CONTINUED FROM PAGE 14)

again led the cheering for Mr. DeVan at the close of Mr. DeVan's feeling farewell remarks.

Lieber Pays Tribute To Vice-President Schofield

George J. Lieber of Detroit, following E. J. Schofield's address, called attention to his outstanding work in behalf of the agents and insurance in general. Mr. Schofield worked faithfully with the Michigan agents to influence desirable insurance legislation. He was presented with a fine traveling bag by the Detroit agents.

Earl E. Fisk of Green Bay, Wis.,

chairman of the committee on public relations and education, was awarded the Woodworth memorial, presented to that member who has rendered the most signal service to the agency system during the year. President DeVan stated that Mr. Fisk has been most faithful in the movement to extend the proper knowledge of insurance.

Following the report of the legislative committee by Chairman Fred M. Burton of Galveston, in which objection was made to some provisions of the District of Columbia code now before Congress, a motion prevailed to have the insurance commissioner of the district advised of the feeling of the organization.

Secretary W. H. Bennett stated that he would hold a conference with Commissioner T. M. Baldwin at the commis-

sioners' convention at Toronto next week on the subject.

CONVENTION PICK-UPS

H. M. Carmichael of Chicago, manager of the Oil Insurance Association, who was subjected to a severe quiz at the last annual meeting over the reduction in commissions, found time to greet local agency friends in Detroit.

Ralph Rawlings, the new president of the Monarch Fire of Cleveland, was one of the interested attendants at the convention.

Frederick V. Bruns, president, and Robert C. Hosmer, vice-president of the Excelsior Fire of Syracuse, were prominent in the convention activities. Mr.

Bruns conducts a large agency in his city.

O. F. Wallin, manager for Fred S. James & Co. companies at the New York office, took occasion to be in Detroit at the time of the convention.

C. E. Belcher, publisher of the "Standard" of Boston, seldom visits conventions outside of New England. The veteran insurance journalist, however, was at Detroit.

Aircraft insurance is almost brand new. Do you understand the various contracts which can be written? The F. C. & S. Bulletins carry some very valuable information on this subject in a recent issue. Write The National Underwriter Company, 420 East 4th street, Cincinnati, O., for free booklet describing the service.

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Treaty and Facultative Fire Reinsurance

Assets Jan. 1st, 1929, \$2,154,292.71

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In Chicago are the great western departments, the various insurance associations and bureaus and the large local offices.

Naturally there is business in Chicago that is controlled by agents living in other cities. We will be glad to render assistance to such agents.

When you come to Chicago, go to the Insurance Exchange and call on us. If we can help you with your insurance problems, we will be glad to do so. If we can add to your pleasure while in the city, do not fail to call on us. The tie that binds local agents together is strong. Let us make it stronger.

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Exhaustive 4-year Insurance Analysis on request. Also copy of our Bank and Insurance Investment Analysis.

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Two offices:
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to serve
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promptly,
efficiently
and
economically



Business Must

Tell Its Tale

(CONTINUED FROM PAGE 13)

public is too busy to investigate our business on its own initiative and therefore is not aware of the extent to which its own interests would be served by greater support of and closer cooperation with insurance interests.

"It thinks about our business, but, not possessing facts, its thoughts have frequently been moulded upon rumor, misapprehension, misunderstanding and even misrepresentation. Thus the general attitude toward our business has not always been so favorable and friendly as it might otherwise have been.

Says Public Is Unfriendly Because of Little Knowledge

"I am convinced that a large portion of the insuring public has an indifferent and sometimes unfriendly attitude toward us simply because it does not know us well enough to appreciate the constructive work which we are doing. Our big problem at the outset is to develop public interest in our business. We must place the public in the position of wanting to know more about us, since we have a fascinating story to tell which abounds in good works and creditable performances.

"Publicity work requires an expenditure of considerable sums of money. Those of us in the company end of the insurance business, therefore, had first to be satisfied that the public would be benefited by a publicity program before one was undertaken. Our study of the situation convinced us that we shall accomplish more in our own operations and at the same time more effectually serve the public if we can awaken its friendly interest so that it will actively help in the preservation of national wealth from destruction by fire and thereby contribute more fully to the continuous reduction in the average cost of fire insurance to the American people.

Tells of National Board's Nation-Wide Advertising

"The National Board of Fire Underwriters, through its committee on public relations, has undertaken a daily newspaper campaign upon a test basis—not for the purpose of selling insurance, but to place before the public some of the fundamental truths about our business. The interest of the editors has been aroused because of our plain statements of facts in these newspaper advertisements, which deal with important phases of our business. The result is that there have been many interesting and friendly articles published about fire insurance business, thus opening a new avenue through which we have been able to tell the people facts they should know.

"While our newspaper advertising campaign is under test in but 16 states, including the five used last year, you will observe that we are preparing a groundwork for a better public understanding of the fire insurance business, so far as it can be done through paid advertisements and accurate presentation through news articles and similar items.

"Agents have cooperated in a tie-in advertising campaign presenting their side of the case in splendid fashion.

Urges Settling Problems Between Carriers and Agents

"A prerequisite of good public relations is a reasonably sound internal relationship. Companies and their agents have difficulties. These are unavoidable. I suggest that we all shall do well to put aside controversial internal issues which are not susceptible of solution within reasonable bounds and upon a mutually satisfactory basis.

"We are faced with ever-present criticism of the cost of fire insurance. Our rates are not too high. We have a creditable record of constantly reducing our

Mister Pearce

Have you overlooked the F. C. & S. Bulletins?

In his report as chairman of the Better Business Methods Committee, J. S. Pearce, said:

"THERE is a great need for an organization familiar with the phases of the insurance business from an agency standpoint, to improve and develop better methods for the conduction of insurance agencies.

"There is a field, however, for such an organization if the services of such could be made attractive to the agents. The need is for one which understands the practical routine of an agency and which would study the agency as it is now operated, and make improvements and changes to bring about more efficient operation.

"This would enter into every phase of the business and comprise a thousand little things, all of which play a part in an efficient organization. In the office it would mean a study of the personnel, the office quarters, underwriting, filing, collections, and accounting. In the sales end of the business it would require a study of the personnel, sales system, production counsel, company representation and advertising."

The F. C. & S. Bulletins published by The National Underwriter are just the thing to fill the crying need Mr. Pearce calls attention to.

The F. C. & S. Bulletins keep agents posted on all methods others are using in building up their agencies.

Since the F. C. & S. Bulletin service is so extensive and complete, it is difficult to detail it in this column. Send the coupon today and more information will be sent you.

The National Underwriter Co.,
A 1946 Insurance Exchange, Chicago

Gentlemen: Please send me more information about the F. C. & S. Bulletins. I understand this places me under no obligation.

Name

Street

City

L. A. 9-13

average rate over a period of more than 20 years. It is difficult for the public to understand what insurance rates are and how they are made. The public can appreciate the reasons for the price of merchandise because they know of the materials, labor and cost of marketing. They do not understand why insurance rates are necessarily made by boards and bureaux, or why the companies must charge approximately the same rates.

Price Competition Not Proper for Insurance

"In order to prevent the competitive spirit of some insurers from leading them into the use of poor judgment, the proved average under which companies can normally make a profit by careful underwriting is set as the level for all. It is obvious, therefore, that the price competition common in ordinary mercantile business would be dangerous if permitted to apply to our business. This is an important point which the public misses as a general rule.

"New and increased competition is causing many upsetting developments in our business. It tends, because of competitive bidding, to run up our acquisition cost. The trend of the business world today is toward the combining and merging of interests. While this course may be in certain cases economically sound, a further step, which tends more and more toward self-contained industry, has dangerous possibilities for our business and to a degree for business in general. Big business, with a considerable spread of risk, frequently feels that it can safely economize by self-insuring. As a general rule it is a dangerous experiment.

Excellent in Theory but Economically Unsound

"The fire insurance business, with approximately 650,000 people earning their living in whole or in part from it, would undoubtedly save money in its purchase

if it became self-sustained. Like all other industries, however, it would thereby destroy or weaken customers, and business cannot live without good customers.

"The makers of products which are dispensed through retailers, even as a part of some other article, should be made to see that the local agent (the retailer in the insurance business) is their customer and serves the same useful purpose as their retailers do.

"There is no one in our business who enjoys a closer and more cordial relationship with the insuring public than the local agents.

Must Know Fundamentals to Tell Convincing Story

"In order to tell a convincing story to the public, we must understand the fundamental services and functions of our business and some of the reasons for our being justly proud of it. Stock fire insurance is one of the main stabilizers of credit and commerce, a bulwark against disaster, a constructive force for the preservation of life and property by the reduction of the fire waste. It is an honestly, efficiently, intelligently, and economically conducted industry. It does many great public service works, most of which have been voluntarily assumed.

"The stock fire insurance industry was the impelling force in the development of the modern public fire department, the public water supply, the public building code, the national electrical code, the war against arson and the great fire prevention movement.

"We conduct a business which has made it possible for America to expand under its great credit system. We have been rebuilding, through our loss payments, the properties destroyed by the terrific fire waste year in and year out. We seek out an apathetic public and urge it to protect itself.

"Ours is a business which carries more than its proportionate share of the

AN IDEAL AGENTS' COMPANY

Not so large as to be impersonal, but large enough to insure permanence and sound and lasting protection.

The **Massachusetts Bonding and Insurance Company** takes pride in the close and intimate relations between its home office and its agents and in the substantial financial structure which it has been able to establish for the protection of its policyholders.

MASSACHUSETTS BONDING and INSURANCE COMPANY

T. J. FALVEY, President

Home Office, Boston, Mass.

Surplus to Policyholders Over Ten Million Dollars

Transacts Business Throughout the United States

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Assets
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Policyholders Surplus
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as of Jan. 1, 1929

INCORPORATED 1921

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Insurance Exchange Building
CHICAGO, ILLINOIS

GENERAL MANAGERS
TALBOT, BIRD & CO., Inc.
51 Beaver St., New York, N. Y.

burden of taxation. When our statements are accurately and intelligently read, it will be seen that we have not made an undue profit—in fact our business shows a credit balance in our underwriting in but two out of the past nine years.

"Despite the fact that at times our business has smarted under unjust criticism and has been hampered in many instances with our operations made more expensive by unfriendly legislation, we have labored on, serving the public and reducing our charges to the public, although the cost of almost every other commodity has taken a sharp upward movement.

"We have not adequately stressed, in the past, the development of better relations with the public. We have overlooked the importance of making public our good points, which, properly presented, will contribute to greater good will, mutual respect and confidence.

Agency System Will Not Fail if Agents Tell Story

"If these points and other similar ones are intelligently advanced by the alert and aggressive representatives of the American agency system, the American agency system will not fail, nor will the future of stock fire insurance be darkened. If, being awakened to the need

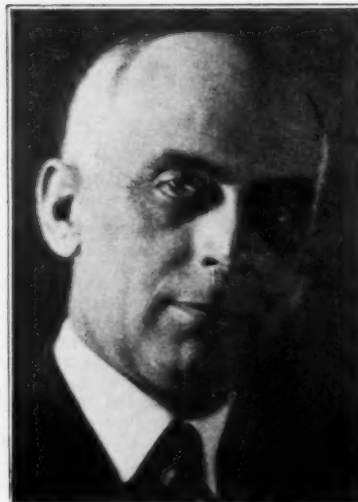
of the development of good relations with the public, we neglect to foster it, it will indeed be our fault if the public does not become enthusiastic about our business.

"I have a firm conviction that in no other direction can the common welfare of agents and companies be conserved and promoted so well as it can be in the lines of educating the public in respect of the meritorious fundamental facts about our business. Whatever difference of opinion may exist among the several factors of our business, we all shall admit that we have a common cause in creating a more understanding and cooperative attitude toward our work on the part of the public and in combatting self-insurance and other so-called "at cost" plans of an unsound economic character, and, finally in defeating all measures calculated to destroy or impair our right to pursue our vocation without undue restrictions by law or prejudice.

"The truth about our business is impressive and convincing. Tell it to your customer, and you will be an even more powerful force in making for good relations with the public."

Every wide-awake local agent should read his personal copy of THE NATIONAL UNDERWRITER.

Feels Encouraged



J. W. STICKNEY, Indianapolis
Chairman Fire Prevention and
Conservation Committee

Dinner Is Tendered to Former Presidents Present

The executive committee of the National association tendered the former presidents a dinner Thursday evening, the wives being present. James L. Case was the official spokesman for the ex-president. Frank R. Bell of Charleston, who had been in attendance at the early part of the convention, was forced to go home. E. M. Allen flew by airplane from Chicago, where he was called on business, to attend the dinner. The other former presidents at hand were Cliff C. Jones, Kansas City; C. F. Wilson, Denver; George D. Markham, St. Louis; A. W. Neale, Cleveland; E. C. Roth, Buffalo; F. L. Gardner, Poughkeepsie, N. Y.

The Standard Accident had an impressive exhibit near the registration desk in charge of C. E. Rickerd, advertising manager, who is president of the Insurance Advertising Conference. The most striking feature was a robot, an electrical device of a clever nature representing a colored boy handing out circulars. It is owned by the Hupmobile Company and is used at automobile shows where it attracts much attention.

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a few of the progressive and far-seeing
companies ARE DECENTRALIZING

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service. Submit your In-
surance Problems in Wiscon-
sin to us.*

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INSURANCE**

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*Personal and Engineering
Service on Brokerage
Lines*

MILWAUKEE

SOME of Milwaukee's most progres-
sive and dependable insurance
agents and agencies are represented
on this "Milwaukee" Page. They
cordially invite you to use their serv-
ices and facilities. They are deserv-
ing of your patronage.

Milwaukee Agents have always stood
firmly behind the National Association
of Insurance Agents, its principles and
its beliefs. They take this means to
convey to the Association the assur-
ance of their continued support.

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& NOYES CO.**

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We maintain an efficient
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Tel. Broadway 1951

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STRONG FINANCIALLY—CONSERVATIVELY MANAGED



NEWARK, N. J.

A Company
Co-operating—Not Competing
With Its Agents

Assets Approximately - \$15,000,000.00
Surplus to Policyholders, \$5,000,000.00

HOME OFFICE:

43 Washington Street, Newark, N. J.

The Fidelity and Casualty Company of New York

ROBT. J. HILLAS, President

CASUALTY INSURANCE
AND
SURETY BONDS

Major Chambers Tells Locals of Plane Cover

Major Reed M. Chambers of New York, vice-president U. S. Aviation Underwriters, spoke Thursday morning and adopted a novel plan instead of giving a set speech. After a brief preliminary he suggested that questions be asked and his time was consumed therefore in answering a number of inquiries made from the floor regarding aviation insurance. He said that beginning next May there would be passenger service from New York to Los Angeles every Saturday, the plane averaging 100 miles an hour and the time being about 24 hours or a little more. He predicted that within five years the time would be cut to 12 hours.

Classes of Aviation Insurance Given

Major Chambers said that insurance for automobiles could be divided into two classes. First, there is the hull cover consisting of fire, windstorm, theft and collision insurance. Next is the liability including public liability, property damage and passenger liability. In addition, personal accident insurance is sold.

In speaking of rates he said that it would be two years before sufficient experience could be secured to construct fairly scientific rating schedules. At the present time it is pretty much of a guessing game. The minimum fire insurance rate is 3 percent. Liability limits have been kept low because no one knew what the results of the laws could be. He said the average passenger liability is \$10,000 a seat. The public liability limits are usually \$10,000-\$20,000. The property damage is usually \$5,000. The bigger planes, of course, carry larger limits. Workmen's compensation insurance is complicated where a plane flies over a number of states, necessitating a policy for each state having such a law. He said that the annual premium for a plane for full cover should run from 20 to 30 percent of its value.

Sees a Growing Field for the Class

Major Chambers declared that there is going to be a field for airplane insurance from the smaller points of 5,000 population and up. He said agents should begin studying airplane coverage, should form proper contacts and be pre-

pared to write it when the opportunity presents itself as it will become an important branch of insurance in time.

He said that his group does not deal with the assured direct. At the present time there is practically no cargo insurance. General agents are paid 15 percent commission and agents and brokers 10 percent. He said that the higher grade companies will not insure unlicensed craft or pilots. He told local agents to get application blanks and have them filled out if they have a prospect, securing full information as to the plane and pilot. It is necessary to know what warranties or conditions will be in the policy.

E. R. Hardy Tells of Educational Courses

E. R. Hardy of New York, secretary of the Insurance Institute of America, resplendent in a Panama suit, told about the educational work in England and explained how systematic insurance courses had been introduced through local societies in Chicago, New York, Philadelphia and a few other places. The Insurance Institute now provides a regular definite course of study for various grades of students. He said there are 700 students taking the New York course. The lectures are sent to non-residents.

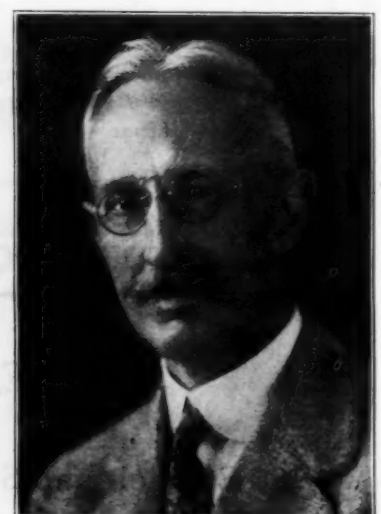
J. W. Rose of Buffalo explained the premium financing installment service inaugurated by the New York state association. He said that it is impossible at this time to finance premiums based on payroll audits but plans are being worked out so that this can be done through an adequate estimate of the premiums and frequent audits. He said that less than one-half of 1 percent of the policies issued on the deferred payment plan passing through the state service had been cancelled for non-payment of premiums. He said that the state service had not yet evolved a financing plan where there was a mortgagee clause included in an insurance policy. He said that a state service could not be practically extended beyond its own bounds.

E. J. Cole of Massachusetts reported for the casualty and surety committee and E. M. Sparlin of Rochester for the membership committee. R. W. Thompson of Dallas spoke on the opportunity for production of surety business.

Report on Work of Year



W. B. CALHOUN, Milwaukee
Chairman Finance Committee



FRED M. BURTON, Galveston, Tex.
Chairman Legislative Committee

1416 First National
Bank Building

ESTABLISHED 1877



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Agents are boosters. "The men of the Queen City of the West" have been actively supporting the National Association for years. They extend to all its members their greeting.

But further Cincinnati Agents are boosting Cincinnati. They want to tell you about this most Southern Northern and most Northern Southern City. The next time that you are in that vicinity you are invited to drop in on any one of them. Some real Southern Hospitality awaits you. You'll like Cincinnati.

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E. A. Kammerer
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Home Office Service

and
General Agents Cooperation

You can't beat this combination and
WE give it on
Deferred Payment Insurance as
WE are the United States Repre-
sentatives of
The Federal Life Chicago
The Inter Southern Life Louisville
"We Furnish the Prospects"

W. M. Chittenden & Co.
Chamber of Commerce
Cincinnati

**Mr. Local Agent
Anywhere**

May we serve you in handling Ohio business?

The Earls-Blain Co.
The Laws' Insurance Agcy. Co.
Cincinnati

**THE EDWARD A. WINTER COMPANY
Insurance**

Representing strong Companies, writing all classes of insurance,
catering to Brokers and Agents

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Service Plus...

Agents of the Home Fire and Home Accident Insurance Companies, of Little Rock, are assured not only of quick authorizations and prompt claim settlements, but they are in addition given each month a complete sales promotion campaign which includes Ready-Made Window Displays, Movie Slides, Newspaper Advertisements, Direct-Mail Sales Letters and Safety, a monthly blotter house organ for distribution to their customers.

That Agents appreciate this type of agency help is evidenced by the large number of new Agents that join the Home family each month.

Excellent opportunities for Agents in the following States: Arkansas, Mississippi, Louisiana, Texas, Oklahoma, Tennessee, Alabama, Arizona, California and Oregon.

Home Insurance Companies

Home Insurance Building

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NOW PAST THE

Half Century

MARK

Onward and upward has been the course of the Millers National Insurance Company ever since its organization over fifty years ago.

It has been well said that men make companies. The Millers National Insurance Company is particularly fortunate in having exceptionally strong and capable men at the helm. These men are seasoned insurance executives who are thoroughly conversant with the problems of the business.

It is largely through their efforts that the company has attained its present position of high standing among insurance companies, has grown steadily and surely and is today a proven institution of enviable financial strength.

MILLERS NATIONAL INSURANCE COMPANY

M. A. REYNOLDS, *President* F. S. DANFORTH, *Secretary*

CHICAGO

Stickney Sees Fire Waste Contest as Great Factor

The inter-chamber fire waste contest of the United States Chamber of Commerce has been one of the most effective instruments in reducing fire loss, Joseph W. Stickney, chairman of the committee on fire prevention and conservation, stated in his report at Detroit. Mr. Stickney said during the United States' participation in the world war it was realized that all kinds of property must be preserved from destruction and during that period fire losses dropped to an extremely low level, but since then the subject has been given little attention until recently with the result that the 1926 fire loss was practically double that of 1917. Improvement has been shown during the last two years, which he ascribes to coordinated activities in fire prevention, coupled with legislative action against arson.

Requires United Effort of All Civic Bodies

"Insofar as this association is concerned we cannot accomplish the desired results by ourselves," Mr. Stickney said. "It will take the concerted action of all the various civic bodies to bring to the owners of property the realization of the true condition. In fact there is a tendency on the part of the property owner to feel that the assured's agent is promoting fire prevention from a purely selfish motive. This is another reason why our efforts should be coordinated with the efforts of chambers of commerce and other civic bodies.

"The annual meeting of our association occurs nearly coincident with fire prevention week, which occurs this week, Oct. 6 to Oct. 12. At this time we are forcibly reminded of the enormous property losses, to say nothing of the loss of life due to fire. This property loss alone reaches annually the enormous total of nearly \$500,000.

"This sum is difficult to comprehend, but when we consider that the property fire losses of this country for a 16-month

period would entirely pay for the two largest engineering operations contemplated by the United States government, namely, the improvement of the Mississippi valley and the construction of a deep water canal from the Great Lakes to the Atlantic ocean, we have some conception of the magnitude of this loss, much of which is entirely unnecessary.

"Fire prevention week is in itself an excellent movement, but one week can produce very little effect in reducing fire losses. To be effective fire prevention work must continue all the year round. Our association has another aim which is one of its outstanding principles. I refer to the principle of conference, conciliation and cooperation. Fire prevention and conservation work can only be effective with the application of both of these aims.

Must Make Owners

Realize Loss Is Theirs

"In connection with fire prevention week many speeches will be made and much literature will be written, all of which will have its effect, but the real result can only be obtained when property owners and users can be made to realize their own losses. Many property owners are indifferent to this subject and they feel that in the event of loss the insurance companies will pay for it. The sooner they can be made to realize that this is not the case but that the insurance companies are simply the collectors and distributors of the fire loss and that in the end the owners will pay the loss plus the cost of collecting and distributing, the sooner will we be able to make substantial reduction in the fire losses of the country."

Mr. Stickney said 661 chambers of commerce are participating in the 1929 fire waste contest, but that there are 1243 chambers eligible, so that only half are actually entered. Fire loss of cities participating in the contest has been reduced 17.2 per cent since the annual competition was started in 1923, he said.

Problem of Selling Paramount

The problem of selling is of paramount importance, said Floyd A. Allen, assistant to the president of the General Motors Corporation. It is synonymous with growth and future, he said, and the question confronts every business executive today, regardless of the line with which he is connected.

"The cardinal principles of successful industry have to be exemplified in your business the same as ours," Mr. Allen said, "that fair play, extreme courtesy, the utmost in service, a full and frank disclosure of every point in your contract, a complete protection of your customers' interests, recognition of the equities of everyone concerned in the deal, coupled with an intimate and accurate knowledge of every detail of the business, an open mind and an unprejudiced vision of the future trends and latent possibilities of your business, coupled with hard persistent work, which is a necessity to put these ideals into execution, constitute the successful principles on which your great business is and must be founded."

Insurance Assumes

Commanding Position

Insurance is regarded much differently now than it was in 1915, he said. The business itself as well as the army of men who represent it stands in quite a different light and has assumed an entirely changed and commanding position in the eyes of business men engaged in other lines.

"I shall not attempt to analyze the reason for this change," he continued,

"but assume that, quite largely, it may be a reflection of your mental attitudes, that you yourselves, as agents through which your commodity is placed on the market, have become so thoroughly sold on your own product, so enthusiastic as to the benefits which accrue from it that you are no longer apologetic in your approach but are imbued with the idea that you are selling an article which, although rather intangible, will be of almost inestimable value to your client and will afford him a degree of mental satisfaction and self-respect far in excess of his ideas."

Problem of Creating

New Markets Important

Mr. Allen said that insurance men are facing the one eternal question of selling. The problem of creating new markets is the important one today. The business world can no longer depend upon wear and tear to create a demand. No line of business is content today to allow its sales department to sit down and wait for a customer to appear. Mr. Allen said that every morning 750,000 salesmen start out to carry their products direct to the people alone. Everyone is trying to make purchasing easy and more than that they are trying to make payments easy, both of which ideas, he said, are following the insurance man's lead.

For only 16¢ cents a month you can read *The Accident & Health Review*, the only magazine published exclusively covering this field. 175 West Jackson boulevard, Chicago.

De Van Rebukes Company Pilots

(CONTINUED FROM PAGE 13)

memory. In short the qualified agent assumes his client's insurance worries and thereby builds confidence in himself and the whole insurance business. An outsider cannot realize fully the inward resentment of such an agent when he thinks how easily the sideliners may enter the business with no training or knowledge and no intention of ever obtaining it.

Agents Build Companies By Production of Business

"Agents by their production of business help to build the companies. That together with their unselfish work for the public welfare, their legislative aid and activity in their organization has won them a recognized place with both the public and the companies.

"But in these days that is not sufficient. Agents must continue to show that the agency system is the ideal means of distributing insurance. Quantity control of desirable business will be an influencing factor. A constantly improving service to the assured will be a

strong deterrent to a change. Together they constitute the system's bulwark.

"A factor which may disturb that system is the intervention in insurance of large financial interests. They do not appreciate the position of the insurance agent nor are they concerned with his share in the upbuilding of the institution which they have bought. It appears to be no secret that underwriters are coming more and more to take orders from financial superiors. What this new development will mean to the agent must be awaited. These financiers need to realize that the business of insurance has not degenerated into speculation and stock profit.

Practically No Relief In Sight At Present

"Just as society depends upon the welfare of each individual so does insurance upon the welfare of its every element. Companies can not expect the local agent to worry much about them when he is fighting against loss of business to the sideliners, central control of much business, general cover contract, automobile finance companies and other influences. Such destructive competition to producers has been met by the companies with practically no relief, in fact, the latter are largely responsible for it.

"But there is a different story when

companies themselves are confronted with competition by new companies. The law of supply and demand is again working; there seems to be more companies than are needed to absorb the fire business, with the result that in a few cases agency commissions have been somewhat increased, for which those agents benefited are appreciative. Companies first indicated their worryment by circular letters to agents appealing to them to be loyal on the ground of long standing relationship. Thus it would seem that what is impossible as a matter of justice to agents becomes possible when competition sets in.

"The really vital question for companies and agents is, 'How can we sell more insurance, bring greater protection and security to the public with profit to ourselves, while keeping step with the onward march of modern business?' It seems that competition is the god on whose altar the agents are sacrificed by the Oil Insurance Association. Then the cotton pool and similar enterprises. Now some think that the Interstate Underwriters Board in meeting competition on inland marine business intends to pay but one commission to the producer whether he be agent or broker.

"Again we must ask if these various systems are not indicative of a general desire to reduce agency commissions. On the other hand we wonder how the payment of full agency commissions to sideliners and nonpolicy writing agents for whom companies write policies can be justified. We stand ready to discuss our side of the question. If the companies meet us both sides may have the complete picture and common ground may be reached. Only thus can be avoided the distasteful public controversies that have characterized the business in recent months.

Points Out Remedy For Existing Conditions

"If companies are seeking such a condition in the business as will insure to the public the lowest possible rate and the lowest possible cost of production, they are not on the proper road. That lies primarily in the elimination of the agent who cannot give proper service. When this business is restored to the qualified agent we may approach consideration of the irreducible but fair and adequate commission scale, one that returns a fair day's wage for a fair day's work. Nothing would do more to raise the dignity of the insurance agent.

"We believe that companies might well devote more time to the production of business and a well planned comprehensive scheme of institutional advertising. A limited, gradually extending campaign is under way by the fire companies. The agent who devotes time and effort to outside activities that improve the public relations of insurance deserve this assistance.

Legislation Important For Business as Whole

"In no regard is it more necessary for insurance to have proper public relations than with respect to legislation—to foster necessary good laws and oppose evil ones, all for the good of the insurance buying public. The entire business is dependent upon the local agent for its legislative work. No business man in America is so influential along legislative lines as the local agent. He is in contact every day with all citizens of his community.

"Through his fire and accident prevention work and other civic activities he wins their confidence. Through membership in the chamber of commerce and other organizations he increases that good will. Generally he enjoys the friendship of newspaper editors. When he and his fellow citizens at his request unite in opposing or advancing a bit of insurance legislation, there is hardly any force that can stop them.

"Evidently this is the trade association age. People know little of an individual business but have confidence in organization. Our association is the only

MINNEAPOLIS

Broadcasts

GREETINGS:

Proud to be associated with you, we extend our heartiest good will for a successful meeting.

Members of

The National Association of Insurance Agents

CHARLES W. SEXTON CO.

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MINNEAPOLIS, MINN.

**INSURANCE
EXCLUSIVELY**

SINCE 1884

Esterly-Hoppin Company

INSURORS

306-310 Plymouth Bldg.
MINNEAPOLIS

Members of all National, State
and Local Associations

F. H. Wagner Agency INSURANCE

529 Plymouth Building
Minneapolis, Minn.

Nothing but Insurance

The "Governor" and Insurance

An integral part of every machine is the "governor." This important attachment regulates and stabilizes the speed of the entire mechanism—without it the engine would literally "run itself to death."

Just as important to the institution of insurance is the stabilizing influence of the National Association of Insurance Agents. The Twin City Fire believes with the National Association of Insurance Agents that the insurance business can be successful only when conducted upon a basis of fairness and good faith. By following this policy this company has always maintained the most cordial relations with its agents. The Twin City Fire extends its sincere best wishes to the National Association of Insurance Agents.

TWIN CITY FIRE INSURANCE COMPANY

Minneapolis, Minn.

R. M. BISSELL, Pres.

insurance trade organization that is in intimate and constant touch with the public. Therefore, the logical thing for insurance to do is to utilize it. When some preliminary steps already indicated herein are taken we may look, as we hope, for a full recognition, first, of the part of the qualified agent in insurance, and second, of his organization as a primary approach to those matters that worry and concern us all.

"Only thus will company and agent scale those heights of achievement now visioned in the public relations campaign and in greater security to property, commerce and industry by an adequate distribution of insurance protection. In short, our entire business must sell itself a policy of protection and progress for the future."

James V. Barry, vice-president of the Metropolitan Life and former insurance commissioner of Michigan, started his autumn convention pilgrimage by attending the Detroit meeting.

Insurance Commissioner H. P. Dunham of Connecticut and Mrs. Dunham arrived Tuesday morning. Colonel Dunham immediately donning his golf togs in order to play with President W. G. Curtis of the National Casualty of Detroit.

Accident and Health Big Field for General Office

Albert Dodge of Buffalo, president of the New York State Association of Insurance Agents, led the discussion at Wednesday's session on "The Value of an Accident and Sickness Insurance Department to a General Office," outlining the advantages of such a department and also giving some suggestions for the sale of accident and health insurance.

"There has been to a certain extent a feeling by agents writing fire and kindred lines that accident and sickness insurance can not be developed at the same time," he said. "This has been proven in many cases not to be true. I know of one office that has been able to increase its accident and sickness premiums from \$4,000 to approximately \$100,000 in 12 years. In addition to developing this particular department, business in other departments has been attracted to approximately another \$100,000 in annual premiums, and many others have done equally as well in a smaller way.

"Proper claim adjustments make friends and produce business. Accident

and sickness business brings you in closer touch with the individual than any other line. Being of a personal nature, you come in contact with the principal in the delivery of renewals, where in the delivery of fire policies it usually means contact with a clerk. The personal element enters into the disability business more than any other line and when you once demonstrate that you can give personal service of the right kind other business naturally follows and you soon find that you are handling all of the business of the organization with which your client is connected.

Why Not Write All of Clients Insurance?

"You will find that the average in new clients attracted to the office through this form of business will be one prospect in 10 and it offers a large field for other business.

"If you are writing a man's fire insurance he must have confidence in you or you would not have it. Why should you not write all of his business in the various lines? Why allow him to place his personal business with another agent who will be in a favorable position to ask for his full line and who might be able to get it because of some personal service he has rendered your client through the adjustment of some disability claim.

"The accident and sickness branch of the insurance business is the greatest feeder for a general office that there is, if handled in an intelligent and careful manner. It requires some study. Not many are qualified to pose as experts but a general knowledge of the business can be acquired with little effort. The business of insurance is advancing so

rapidly that if an agent is to be successful it is absolutely necessary to take care of all needs and we should be somewhat like a department store, able to serve all demands promptly, even if not operated at a large profit in any particular department.

"Only about 10 per cent of the available accident and sickness business has been written and most of our clients carrying this particular line of insurance are underinsured.

Gives Much Additional Advertising To Office

"There is an absolute need in this country for the protection that accident and sickness insurance gives—and the fact that only about 10 per cent of the available business is written at the present time would bear out my contention that the insurance men of today are overlooking one of the best fields for the increase of their business when they do not consider this subject very carefully.

"Property changes hands, is sold, etc., but the man needs accident and sickness protection as long as he lives, and having had a claim he is loath to let his policy lapse. The accident and sickness business is least affected by business depression.

"We hear considerable about advertising. Think of the value of the advertising given an office by the large number of personal insurers, every one a booster that can be referred to at any time, and every one of these a prospect for other lines. Then think again of the number of clients that you have in your office covered under other forms of insurance who are real prospects for this additional coverage of accident and sickness insurance. In the average office it is not necessary to go outside of the present clientele to procure a considerable amount of this business.

"Surely you do not think that there is no merit to a proposition in which millions have been invested for over half a century."

A CHAIN OF COOPERATION

Just as the strength of a chain is measured by its weakest link so is the strength of a company determined by the success of its lowliest agent. Without a loyal conscientious group of hard hitting successful agents a company cannot succeed. Without friendly, helpful cooperation from the company the agent finds it difficult to get ahead. There must be mutual cooperation to insure success.

The Federal Insurance Company believes that this is due in a large measure to the splendid effort of the National Association of Insurance Agents in bringing company and agent together in a closer spirit of understanding. For this the Company offers its sincere wishes for continued success of the association and its work.

FEDERAL INSURANCE COMPANY

JERSEY, CITY, N. J.

Western Department

Minneapolis, Minn.

Return to Sole Agencies Imperative

Contingent commissions can not cure the present day lowering of agency ideals, said George D. Markham, past president, in his talk on "Commissions vs. Limitations." He said that one heavy loss on what may seem a good risk eliminates all incentive to contingent earnings. If a heavy loss is carried over into the next year the weakness in the contingent motive is increased. He pointed out that the cyclone at St. Louis, which of course could not be attributed to poor underwriting, cancelled all contingent earnings for two years.

New companies, mutuals and reciprocals, are all struggling for premiums so agents need not worry about reductions in commissions. As long as the supply of companies is greater than the demand the bidding for agents' business will continue. It is much easier, he said, for a company to reduce an agent's commission if he is eager to hold the company's appointment because it is essential to his standing and success. A return to the sole agency system is the best means of assuring the restoration of the high class agent. Qualification laws, according to Mr. Markham, will not change the inner feelings of the agent, his character, his zeal or his loyalty, nor will they induce him to study in the interest of the business. There must be a stronger incentive to change these careless broker-minded agents into true and loyal deputies of their company.

Sentiment Must Be Crystallized Among Leaders

Sentiment must be crystallized behind the desire to return to the sole agency system. The leaders in the ranks must be convinced that their best interests demand the restoration of the high class agent if he is to be entrusted with the

fortunes of a great company. The multiple agency practice, he said, does not necessarily have to continue. But individual companies cannot be expected to take the initiative in abolishing it, however, because the keen competition of the present day forbids such a move, no matter how clearly the heads of the organizations see its advantage. If the outstanding agents should be convinced of the advantage and take united action an agreement could be made with the companies to go back to the sole agency system on a certain date.

Convention Should Adopt Declaration

"This convention," declared Mr. Markham, "can give impetus to the movement to outlaw the multiple agency if it will adopt a declaration that this is what the business needs and that all agency organizations should unite in saying so. This convention should again instruct its incoming administration to press for this reform by all means discoverable. No one need be discouraged by the slow progress heretofore made. To correct a long standing and deep rooted abuse takes time, work and agitation. But if what we are working for is right and badly needed, we may be confident that success will come at last.

"This reform will need the preponderant authority of the company group," he concluded. "If that were enlisted it would be easy to have the local boards change their rules to exclude from their membership any man who represented a company which insisted, against the manifest opinion of the business, on continuing multiple agencies. As the local boards cover most of the localities into which the multiple agencies have spread this action by the boards would be decisive."



When

an organization grows ever greater for 147 years a spirit of progress must actuate it. The "Phoenix"—great in resources and experience—keeps abreast of the times.



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of LONDON**

150 WILLIAM STREET

NEW YORK

**PHOENIX
INDEMNITY COMPANY**

150 WILLIAM STREET

NEW YORK

AGENTS CONVENTION NUMBER



Globe & Rutgers FIRE INSURANCE COMPANY



111 William St., New York City

JANUARY 1st, 1929

ASSETS

Bonds and Mortgages.....	\$ 151,234.90
U. S. Liberty Bonds.....	505,000.00
Government, City, Railroad and other Bonds and Stocks.....	86,471,541.50
Cash in Banks and Office.....	3,471,419.30
Premiums in Course of Collection..	7,356,287.74
Interest Accrued	225,533.04
Reinsurance Recoverable on Paid Losses	9,628.48
	<hr/>
	\$98,190,644.96

LIABILITIES

Capital	\$ 7,000,000.00
Surplus	37,252,917.34
Reinsurance Reserve	24,332,695.62
Losses in Course of Adjustment....	10,300,032.00
Commission and other Items.....	7,800,000.00
Reserve for Taxes and Depreciation	11,505,000.00
	<hr/>
	\$98,190,644.96

Surplus to Policy Holders . . . \$44,252,917.34

Losses settled and paid since organization over \$242,000,000

Losses settled and paid 1928....\$17,030,337.70

ISSUES POLICIES AGAINST

Fire, Marine, Tornado, Earthquake, Flood, Hail, Explosion, Riot and Civil Commotion,
Sprinkler Leakage, Inland Marine Transportation, Parcel Post, Automobile, Aviation Insurance

Agents in Canada, Manila, Shanghai, London and Principal European Cities

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W. H. Paulison, Vice-President

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J. D. Lester, Vice-President

A. H. Witthohn, Secretary

A. G. Cassin, Secretary

J. L. Hahn, Assistant Secretary

Scott Coleman, Assistant Secretary

Progress since Consolidation in 1899

	Assets	Reserves	Surplus
Dec. 31, 1899.....	\$ 529,282.59	\$ 28,832.54	\$ 2,028.94
Dec. 31, 1910.....	5,255,362.12	1,936,224.86	2,365,363.37
Dec. 31, 1920.....	42,765,374.55	16,593,764.16	11,361,311.89
Dec. 31, 1925.....	67,922,096.58	20,265,572.73	24,161,943.85
Dec. 31, 1927.....	80,193,738.67	21,794,727.64	29,514,599.03
Dec. 31, 1928.....	98,190,644.96	24,332,695.62	37,252,917.34